



Business lesson 2 – Answer sheet

Question 1 – Using graph 1, what do you observe?

Possible answers could include:

- Number of total sales is decreasing.
- The number of new customers is decreasing.
- Only a small amount of customers are returning customers.

Question 2 – Using graph 1, what do you wonder?

Possible answers could include:

- Why are sales decreasing?
- Why do so few customers return?
- Why hasn't the salon addressed this issue sooner?

Question 3 – Using graph 1, what do you infer?

Possible answers could include:

- The heavy discount is attracting new customers.
- Prices are perhaps too high and this is why only a few customers return.
- The salon doesn't do enough to convince new customers to remain with them.

Presentation and extension task

Possible answers for each part of the sales process could include:

Customer service (graphs 2 and 3)

- Graph 2 shows 69.3% of customers feel the process of booking an appointment isn't straightforward.
- Graph 3 shows customers generally agree that they received a warm welcome when visiting the salon.
- The following actions could be taken by the hairdressers to improve this section of the sales process:
 - New booking system needs to be developed and implemented.
 - If a new booking system is created, feedback will need to be gathered from customers to assess whether it works and if it is better than the current system in place.

Product knowledge

- Graph 4 shows most customers agree their stylist is knowledgeable.
- Graph 5 shows 70.6% of customers didn't feel they were given a thorough consultation before getting started.
- The following actions could be taken by the hairdressers to improve this section of the sales process:
 - Clients need to be given a detailed consultation before stylists carry out any treatments. Within this process, stylists need to ensure all customers' needs are fully identified.
 - Also, additional sales opportunities need to be carried out in the consultation e.g. if a person is getting their haircut, why not also offer them an eyebrow treatment at the same time?

Customer engagement strategy

- Graph 6 shows a mixed picture as to whether customers were offered refreshments during their appointment.
- Graph 7 shows a mixed picture as to whether their stylist was running on time.
- The following actions could be taken by the hairdressers to improve this section of the sales process:
 - Staff need to ensure customers are offered refreshments during their appointment, so customers receive a more enjoyable and consistent experience.
 - More research needs to be undertaken to identify whether stylists are on time for their appointments. This is important because generally customers don't like to be kept waiting.

Post-sales service

- Graph 8 shows 89.4% of customers were recommended products which they could use at home to care for their hair.
- Graph 9 shows the majority of customers aren't prompted to book their next appointment before they leave the salon.
- The following actions could be taken by the hairdressers to improve this section of the sales process:
 - Staff need to ensure that the advice they are giving customers on which products they could use at home to care for their hair isn't preventing customers from returning. For example, if staff are giving customers advice on products which lead to the same outcomes at home, then why would they return and pay the salon for the treatment when they can do it themselves?
 - If staff are recommending products they need, they should ensure that they can only be bought from the shop either exclusively or at a discounted rate to prevent customers from purchasing them elsewhere.
 - Staff need to ensure that before customers leave the salon, they are actively encouraged to book their next appointment to create repeat custom.

