

# Waxing LYRICAL



Jax Wax Australia national marketing and sales manager **Rosie Hopgood** and national training manager **Michele Hetherington** share their best advice for salon success.



## Aside from product, what is the greatest contribution a supplier can make to the success of a salon?

**Rosie Hopgood (RH):** Selling a product into a salon for the first time is only part of the sale. It's what we do after the sale when a relationship is formed. At Jax Wax Australia we understand the importance of building strong relationships to ensure the growth of our salon and distributor businesses.

After sales support from a supplier is paramount to the success of a salon. At Jax Wax we offer our salons a wide range of options that support them to use and sell our products.

### *CUSTOMER SERVICE*

Exceptional customer service means helping customers efficiently and in a friendly manner.

### *CURRENT PROMOTIONAL MATERIAL*

We have a large selection of up-to-date imagery available for salons to use on their social media channels and websites as well as posters promoting that they use our products.

### *STAFF TRAINING/IN SALON SUPPORT*

As part of our after sales service we offer our customers staff training and product support.

### *ADVERTISING*

We invest in advertising in trade magazines and on social media. At Jax Wax we are very proud to promote that all our products are vegan friendly, not tested on animals, paraben free, polymer free and do not contain palm oil.

### *SAMPLES*

To help salons select the best wax for them and ensure successful waxing treatments, we offer all our salons samples of our range.

## How can salons encourage staff to attend training, both internal and external?

**Michele Hetherington (MH):** Having owned my own salon, I think it's a good idea to lead by example. A role model's behaviour is emulated by others. Internal training after hours is a great opportunity for staff members to receive a treatment, share ideas and feel a part of the team. External training is an investment in your salon's future. Industry currency (or further training)

is essential to expand a career in the beauty industry and a great incentive for staff. Jax Wax Australia offers affordable workshops for all levels of industry experience and in a variety of areas. Our workshops are updated each year to cover current trends, new product lines and the latest techniques emerging in Australia and overseas.

## How can salons increase their retail sales and compete with the growing online market?

**RH:** With online purchases increasing every year, salons need to ensure their service is personal. I have four suggestions to tackle the online market:

1. Include a retail product with the treatment.
2. Introduce a loyalty program.
3. Tailor services to your individual client's needs.
4. Stock salon only brands to reduce people buying products online.

## What do you believe will be the greatest challenges facing the beauty industry in the coming decade and how can we tackle them?

**MH:** I think the challenges facing the beauty industry are:

- A shortage of highly-trained experienced therapists
- Beauty training packages are delivered with less hands-on hours
- Low award wages considering the responsibilities of a fully qualified beauty therapist
- An increase in advanced skincare treatments such as micro needling, RF laser and IPL being conducted by inexperienced therapists

To tackle these problems, I believe the standards of our industry need to reflect the modern day therapist and the treatments they conduct, including:

- A system like that of the US where therapists need to maintain 'currency' in their chosen field by undergoing annual industry recognised training.
- Training courses need to review the hands-on hours students complete before graduating from their course. Students need to be proficient in offering treatments and not just fulfil the required hours.
- With an increase in invasive treatments, the government needs to introduce legislation to ensure stricter industry standards.

## What are the essential components of salon professionalism?

**RH and MH:** There are four P's salons should consider in order to create a professional image.

Professionalism – A salon uniform will give a good first impression.

Personalisation – People like to feel special.

Products – Quality products will ensure your clients enjoy their treatment and return.

Presentation – What does a client see when they walk into your salon? The professional image of your salon is what gives you credibility—it's not about what you do, it's about the way you do it. ■

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