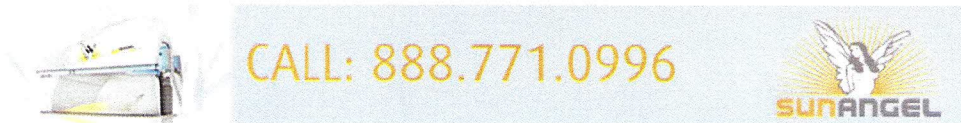




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GUEST BLOG

Accelerate Your Income in 2010: EFTs from A to Z
01/06/2010 12:57

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You may have read the post in a recent Looking Fit e-newsletter regarding the Washington state woman who drove through the side of the salon when she accidentally pressed on the accelerator while trying to park. Every salon owner wants to accelerate their income in 2010, but there is a safer way. While most salon owners agree that EFT is one of the best ways to keep cash coming, many struggle with the best way to structure, market and sell a winning membership program. That's why Gulf Management Systems (GMS), named on Looking Fit's "2009 Industry's Coolest" list, has teamed up with veteran indoor tanning consultant, *John Farr, to educate salon owners on EFT best practices.

"Members for Life 101" is a free five-part webinar series that guides owners through planning and executing a membership program that works. Sessions delve into every major aspect of EFTs, including reasons why some salons have steered clear of EFT, the hidden potential, how to find your initial baseline, pricing and commitment considerations, what to look for in salon software, marketing ideas, hiring and training staff, and how to measure success. Whether you're a new salon owner who hasn't yet embraced the benefits of EFT, or you own an established salon with lackluster member stats, you'll pick up proven tips that translate into real 2010 results.

"GMS has always recognized the importance of education, and we've delivered tips and case studies through marketing cheatsheets and newsletters," says Charles Billone, GMS' president. "By combining forces and including John's real-world knowledge of common mistakes and tested solutions, we can take it to the next level."

All webinars run from 3 p.m.-4 p.m. EST. Specific dates and topics include:

January 28: Is EFT Right for Me? (misconceptions, real potential, baselines)

February 18: It's All in the Details (pricing options, contracts)

March 11: Tool Time (payment options, software)

April 8: The Customer Connection (marketing, selling, training staff)

May 13: Success by the Numbers (measuring success)

The series kicks off Jan. 28, 2010, at 3 p.m. EST. Register now for the first session and automatically receive announcements for future dates. It might be the key to driving your revenue through the roof this year.

Tracy Blalock is marketing manager for Gulf Management Systems (GMS). GMS, named on Looking Fit's "Industry's Coolest" list in 2009, has been helping salon owners improve cash flow and build strong customer relationships for more than 17 years. For more information, call Blalock at 800.947.3156, e-mail tblalock@gulfmanagementsystems.com or visit www.gulfmanagementsystems.com.

*John Farr, a management and marketing consultant for the retail indoor tanning industry, has been guiding salon owners for more than 15 years. His background includes more than 40 years of retail management operations, marketing and human resource management, some of which he gained while performing corporate executive stints with five Fortune 500 firms, including Target.

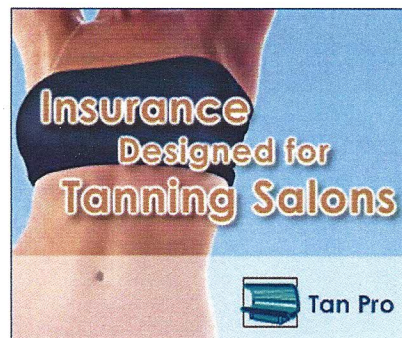
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