

How to compete with discount Salons.....

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The other day I was talking to a couple of my girlfriends and we were talking about the discount Salons, and how they are not that much of a discount anymore, since they charge extra for every little thing you have done; most of the time you spend just as much as a regular Salon.

So, why does anyone continue to go to these discount Salons since the price is not that much different?

In the Salon business there has been many discount Salons come on the scene in the last 20 years; but... even these discount Salons are not cheap anymore. Their pricing now is usually within 20% of regular Salon pricing.

So, why are they still busy if their prices have gone up and their quality of service and products are only mediocre?

I was very curious, so I started asking some women and teenage girls why they would go to a discount Salon, even though their prices are not as cheap as they use to be.



Tammy Taylor
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These were the majority of the responses I received:

"I started going to the discount Salons because they were cheap, but now I keep going because they are CONVENIENT."

"Even when the prices started going up and the services did not improve, I stayed because I love the CONVENIENCE."

"I like to just walk-in on a Saturday afternoon and get an appointment; this is CONVENIENT and relaxing for me".

Now, this was not the response I wanted to hear, because this is a really tough one to compete with: "CONVENIENCE".

We have been so use to our clients booking standing appointments during certain days, certain hours and 2 years in advance, it is very difficult and it feels strange to start changing our mindset about taking walk-ins, or working on day's we do not have all of our appointments Pre-scheduled.

However, this is really the PERFECT TIME to make these changes, because in this New Economy clients do not mind spending a little more as they are looking for more QUALITY and VALUE for their money.

And, since these discount Salons have raised their prices without improving their Quality of Services or products, the client is no longer getting a deal; the only thing the discount Salons have going for them now is "CONVENIENCE".

So, now it is better for you! You no longer have to compete with price! You already do Quality Services! Use Excellent Products! The only thing you need to do, to compete with discount Salons, is be more "CONVENIENT".

Question: How to compete with discount Salons?

Answer: What can you do to make it more CONVENIENT for your clients to do business with you?

Have fun and think like the client; you will be thrilled at the response you are going to get and how your business will grow.

*with love,
Tammy Taylor*

2 Corinthians 1:4 He comforts us in all our troubles so that we can comfort others. When others are troubled, we will be able to give them the same comfort God has given us.

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