

"Waiting for Mr. Client"

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If you do not have any male clients, then you are missing a big chunk of the skin care market! Statistics show that 20 percent of the client base in metropolitan area salons are men. Male clients are loyal, and they are disciplined in terms of their home care regimens. Today, practically every skin care company has products and protocol designed specifically for men, and every salon has treatments with strategic names, such as "gentlemen's facial" or "man's manicure."

There are several categories of male clients, the first being the teenager with acne. This young man is most likely a client for life. If he commits, he will be calling the salon himself to make the appointments. Another group is the young professionals under 40 for whom body and skin care are part of their dress code.

They are under pressure to look their best and to constantly be groomed to perfection. Then, there is the professional man over 40, who simply wants to slow down the signs of aging. This type spends the most on products and treatments, especially on combination services such as haircuts, waxing, nail, facial and body services.

Also, there are the occasional male clients who only show up when his wife or girlfriend nudges him or brings him along. Though this man immensely enjoys the much needed skin care treatments, he is the most resilient client, set in his ways. The best channel to reach him is through the very person who brought him in.



For more insider tips on the male client and how to bring them in, check out: <http://www.LNEonline.com>