# MANAGING EFFECTIVE SALON RETAILING



## Course Overview

Discover the secrets to maximizing your salon's retail potential and boosting your bottom line with our comprehensive course on Managing Effective Salon Retailing. This 4-week course is designed for salon owners, managers, and professionals who want to unlock the power of retailing to enhance the customer experience, increase revenue, and differentiate their salon in a competitive market. Through practical strategies, proven techniques, and industry insights, you'll learn how to create a successful retailing strategy that drives sales and delights your clients.

## Learning Focus

★ Importance of Retailing in the Salon Industry

★ Selecting and evaluating the right products, brands and suppliers

★ Merchandising Strategies

★ Sales Techniques and Customer Engagement

★ Creating a Retail-Focused Salon Culture

★ Monitoring and Improving Retail Performance

★ Staying Ahead with Industry Insights

## Investment

★ INR: INR 20000 + taxes
★ Duration:  2 weeks Lecture + 2 weeks Internship

## Certification

**Silk n Salt - Gurukul of Hair & Beauty** Certificate on course completion