

MANAGING EFFECTIVE SALON SALES AND MARKETING



Course Overview

Unlock the secrets to salon business success and drive growth with our comprehensive course on Managing Effective Salon Sales and Marketing. This 4-week program is designed to equip aspiring salon managers and owners with the knowledge, skills, and strategies needed to excel in sales and marketing within the dynamic salon industry. Whether you aim to boost revenue, attract new clients, or establish a strong salon brand, this course will empower you with the tools and techniques to achieve your goals.

Learning Focus

- ★ Understanding Salon Sales and Marketing
- ★ Developing a Winning Marketing Strategy
- ★ Targeting and Attracting the Right Customers
- ★ Sales Techniques and Consultation Skills
- ★ Customer Relationship Management and Retention
- ★ Utilizing Technology for Sales and Marketing Success
- ★ Analytics and Performance Measurement
- ★ Ethical and Responsible Marketing Practices

Investment

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

Certification

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