

# WINNING IN SPRAY TANNING

## LESSONS FROM HIGH GROWTH SALONS

**TARGET  
HIGHEST  
POTENTIAL  
CUSTOMERS**

MORE CUSTOMERS, MORE VISITS

ALSO AVAILABLE  
[WWW.MYSTICTAN.COM/GROWSPRAY](http://WWW.MYSTICTAN.COM/GROWSPRAY)  
[WWW.VERSASPA.COM/GROWSPRAY](http://WWW.VERSASPA.COM/GROWSPRAY)

## TARGET HIGHEST POTENTIAL CUSTOMERS

### Focus on Your Most Promising Customers (Current and New!)

Salon owners advise that it is very hard to grow spray business by getting more from current EFT members. You need to get lots of new spray customers in the door to grow sales & profit dollars.

- **Lapsed or infrequent spray tanners**

- Often your best prospect is the customer who has purchased in the past
- Send an email/text with the great news regarding the new simplified price and service/menu options
  - Let her know you've listened to her
  - Give her a special deal to come back: 'Free Tan' for instance, so she can see and hear firsthand about the new simplified price and menu options.

- **Younger, middle-income customers**

- Younger and middle-to-lower income people don't have much money so a spray tan needs to have a price that meets or beats the other things they spend their money on (nails, wax, brow, etc.)
- They're unlikely to spend \$30, \$40 or \$50 for a spray tan that lasts ~7 days
- Offer a simple and reasonable price for single spray session, every day

- **Millennials**

- They're 'cord-cutters'. They don't like to be tied down (EFT) and they want to have the flexibility to tan-on-demand, at a reasonable price, everyday.

- **'Mature' women are a gold mine**

- The largest group who spray tan and buy self-tan products are aged 35 to 64
  - Some have become UV-averse and are looking for an alternative method to tan
  - They have more money than younger people

**3% OF WOMEN SPRAY TAN ANNUALLY, HUGE OPPORTUNITY!**



• **Event Tanning**

- The surge in (new) spray tanners around events is the perfect \time to offer a special deal like ‘Next Tan, 50% Off - must tan within 14 days’. Providing a great deal and creating urgency to tan again (soon) may help push spray tanning into her beauty and event routine.

• **Simplifying Impacts Promotions**

- Simplifying the price and menu may allow you to decrease the amount of traditional price discount promotions, which will further increase ASP and profit.

**Here Are a Few Promotion Ideas to get more tanners & create positive word-of-mouth**

• **Improve ‘Free Spray Tan Day’**

- The Freebie should include all the options to ensure she gets best possible tan (any level, 2 additives).

• **Why?**

- You want to impress her and get her hooked on your salon and staff on her 1st tan
- You want her to ask for that same option when she comes back (“I’ll have what I had last time”)
  - Let the Free Tan solve your upsell objective
- You want her to rave about your salon and her tan to her friends (word-of-mouth)
- You want her to be a live advertisement for your salon (“Where’d you get that tan?”)

• **Other ideas:**

- Make the inclusions/exclusions very clear
- Make ‘Free Tan Day’ a huge impactful marketing event
  - Offer easy ‘come back’ deals:
    - See promotional ideas section
- The more people who have a great experience and a great tan, the more repeat customers you’ll get and, over time, more EFT enrollments

• **Free tan day**

- This may be the quickest and best way to let customers know about your new/simplified price and menu options to get newbies and lapsed/infrequent tanners into the salon

**IMPROVE  
‘FREE SPRAY DAY’**

## ACTION STEP #1:

- **Include 1 free spray tan per month in every UV membership**
- **Bring a friend**
  - 50% off or free tans for a friend
- **Buy X Get Y Free!**
  - Free spray session with purchase of any UV or self-tan retail product
- **Student discount with school ID (\$10 tans)**
- **Buy 2 tans, get 1 free – or – Buy 2, get 50% off 2nd tan**
- **Bring your man to tan (for free)**
- **Free additive day**
- **Free additive or packette for a testimonial, “Like” or #ILoveSprayTanning**
- **\$25, any tan level, 2 additives**
- **Saturday Special**
  - Historically, only 12% of spray tan sessions occur on Saturday, versus 51% on Thursday and Friday, combined. On Saturday, there are still 2 days left in the weekend – lots of fun can still be had, especially when she’s looking her very best.
  - Offer the “Saturday Special” with special price on Saturday morning spray tans

## Fish Where the Fish Are

- **Start small if needed, accumulate a few wins and build from there – for instance:**
  - Identify the high schools and colleges in your area
    - Google to see the enrollment of female students, for example, 500
    - Decide to get 10% to visit your salon (50 people)
  - Start marketing to those groups (see marketing section for ideas)
  - Consider how much those women can afford to pay for a spray tan (vs. nails, wax, eyebrows)
  - 50 customers x 2 spray sessions next year x \$21 per session = \$2,100 in new business, just from 50 of those women

## ACTION STEP #2:

**REASONABLE PRICE EVERYDAY, BEATS PROMOS**

sunlessinc

**Know your competition: Women have many options for ‘beauty treatments/services’ - you need to offer her a better ‘overall’ deal than she is getting from other businesses**

Beauty Service	Price Range	How long does the ‘benefit’ last
Spray Tan (single session w additive)	\$30 - \$65	5 - 7 days
Manicure	\$20 - \$40	1 - 2 weeks
Pedicure	\$30 - \$55	3 weeks
Wax	\$40 - \$60	4 weeks
Eye Brow	\$12 - \$20	2+ weeks
Hair Cut	\$40 - \$75	1 - 4 months
Hair Color	\$60 - \$80	2 - 6 months
Hair-Highlight	\$80 - \$140	2 - 4 months
Hair Blow Dry	\$30 - \$40	1 day
Facial	\$65+	1 day - 1 week
Massage	\$65 - \$100	1 day
Eye Lash	\$150 - \$250	3+ weeks
Teeth Whitening	\$30+ (store kit)	6 months

**How Do Consumers Feel about Menu/Service Options?**

- **Hard to understand:** Too many options with too many different prices, and lots of up-charges