

WINNING IN SPRAY TANNING

LESSONS FROM HIGH GROWTH SALONS

**MORE IDEAS
TO TURBO
CHARGE YOUR
SPRAY TANNING
BUSINESS**

ALSO AVAILABLE
WWW.MYSTICTAN.COM/GROWSPRAY
WWW.VERSASPA.COM/GROWSPRAY

sunlessinc

Optimize Performance of Spray Equipment

It's very important that the booth is operating in the best manner possible to give the tanner a comfortable experience and a beautiful tan, and maximize the salon's investment in spray equipment. **Here are a few steps to optimize the equipment and avoid/minimize downtime:**

- **The VersaSpa PRO and Mystic Tan Kyss models have a 'Connect' feature.** Connect acts like a car dashboard – identifying and alerting the salon and Sunless, Inc. tech service to aid in fast diagnosis and correction. To take advantage of this powerful feature, the salon needs to connect the booth to the salon's WiFi. When connected, the booth will communicate alerts to the Sunless, Inc. Tech Service team to help you quickly resolve issues.
- **Routine Maintenance: Salon also must adhere to the daily, weekly, monthly maintenance schedules created for each booth, which are available online.** If these schedules are followed, performance issues are much less likely to occur. Keeping your booth clean and performing regular inspections is important to optimize performance and prevent downtime.
 - <http://versaspa-businessowner.com/user-guides/>
 - <http://mystictan-businessowner.com/tech-support/>
- **Warranty: Take advantage of the terms of your warranty, regarding component defects.** Your tech service representative can help you diagnose defects and coordinate replacement.
- **Sunless, Inc, Tech Support team is available to discuss, troubleshoot and correct any issue that arises – big or small.** Contact the team at the first sign of any issue: Tech@SunlessInc.com, or call 855-450-3500.

Conduct a Room Productivity Assessment

- **Make spray tanning easy, quick and enjoyable “I love to be kept waiting”** #SaidNoOneEver. Yet, Thursdays and Fridays have very long wait times for spray tanners, which causes dissatisfaction.
- **What can a salon do to reduce this inconvenience and maximize sales?**
 - Begin by conducting a market survey on Thursday and Friday to see if other local salons make their customer wait as long as your salon. If the wait is less than your salon, they may have more than 1 spray room.
- **Once you complete the survey, you should conduct a Room Productivity Assessment** – again your Sunless, Inc. representative will be happy to do this work for FREE!
 - When you review your POS data, see if you have any salon rooms generating LESS THAN \$55,000 in annual sales at 90% gross margin. If some rooms are below that standard, here’s something to consider:
 - Across all salons, spray booths perform 7.7 sessions per booth, per day – on average.
Do you?

7.7 SESSIONS PER DAY (average # spray sessions, per booth, per day)
x 360 days
= 2,772 spray sessions per year
x \$21.00 per spray session
= \$58,212 in annual sales for salon
90% gross margin (cost solution/tan = \$2.00, price \$21)



WE CAN HELP!
 Schedule a live session. Sunless, Inc. can do the analysis for you.
 CALL US: 1-888-974-9977

Is It Time To Add Another Spray Room?

- **Many winning salons are adding spray rooms to their salon.** You might be concerned that adding a room will not add more sessions. While there is no guarantee, studies show that salons that add a spray room and implement a reasonable price for single sessions **increase sessions 40%**
- **Adding a room makes tanning quicker and more convenient** for your customers and that creates loyalty. Convenience may help you win customers from nail, wax, eyebrow businesses and other tanning salons
- **New or used booth?**
 - If the thought of spending for a new booth is daunting, consider buying a used booth, but it should have the latest and most advanced technology. New technology gives the best tan, generates highest satisfaction and shows customers that your salon is the best.
 - Take advantage of new IRS tax rules that allows salon to deduct 100% of the cost to buy a new or used spray tan booth. Check with your personal tax professional to understand how the rules may impact your business
 - Also, spray tan sales are exempt from 10% Federal excise tax (“Tan Tax”)

Booth Payback Schedule

Booth	Booth Cost	Revenue Per Tan	Tans Per Day	Annual Sales (365 Days)	# Months For 100% Payback
NEW	\$22,000-\$26,000	\$22	7.7	\$58,212	5-6
USED	\$10,000	\$22	7.7	\$58,212	2-3

**COMPARE ROOM
PRODUCTIVITY**

Talk to Your Sunless, Inc. Representative

- **It's not easy** to make the time to conduct an informative analysis of your spray tan business
- **Your Sunless, Inc. representative is trained,** ready and available to do that work for you, for FREE
- **The analysis is most informative when your POS data is used,** but some of the analysis can be done with data provided by Sunless, Inc. – Let's Talk!
- **In addition to analyzing your current business, Sunless, Inc. has a tool called "Spray Tan Maximizer"** to forecast sales and profit changes for your business. This can help you decide which actions to take and creates a measuring stick to assess your progress

WIN WITH THE
"SPRAY MAXIMIZER" TOOL!
CALL US TODAY:
1-888-974-9977



MARKET RESEARCH FINDINGS:

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