

Bronze your Skin ... brighten your LIFE

CHALLENGE:

Bronzer Salon was referred to us by one of our peers from a few years back. A mother and daughter started an airbrush tanning and makeup business in Edmonds in late September and were experiencing meager growth. As always is the case with Small Biz Triage, there was not much budget to work with, and they needed more customers yesterday.

SOLUTION:

Rich and I threw around a LOT of ideas when we met with Bronzer last week. Ultimately, we realized that they are driven / focused enough to implement some effective marketing strategies with some coaching. So, I'm helping them get their marketing platforms and tools installed and configured (Facebook Page, Twitter, HootSuite, MailChimp, coupon design/printing) and will train them on using them. Rich is going to coach them through a variety of sales techniques to increase the rate of prospects, covering everything from spurring referrals through targeted networking, to overcoming objections on phone and email inquiries.

It's a rare treat to work with such a fantastic pair, who *truly* care about helping their customers *feel* beautiful with every visit. We were inspired to take a hard look at our own businesses and make sure

More updates to come ...

– Nate –