

THIS BLACK FRIDAY

ELEVATE YOUR BACKBAR, MAXIMIZE YOUR PROFIT

C1 - Internal use

LEVERAGE WHAT MAKES YOUR SALON UNIQUE ...

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BUSINESS OPPORTUNITY

PUSH YOUR TREATMENTS & SERVICES

BUNDLE EXPRESS BACKBAR TREATMENTS WITH EVERY SERVICE



OFFER GIFTCARDS & ENSURE REBOOKING: FROM DEAL-SEEKERS TO SERVICE CLIENTS



[1]Hair Salon Pro – Salon Upselling & Add-On Services. [2]Blackhawk Network & NRF Holiday Gift Card Spend Studies, 2025.

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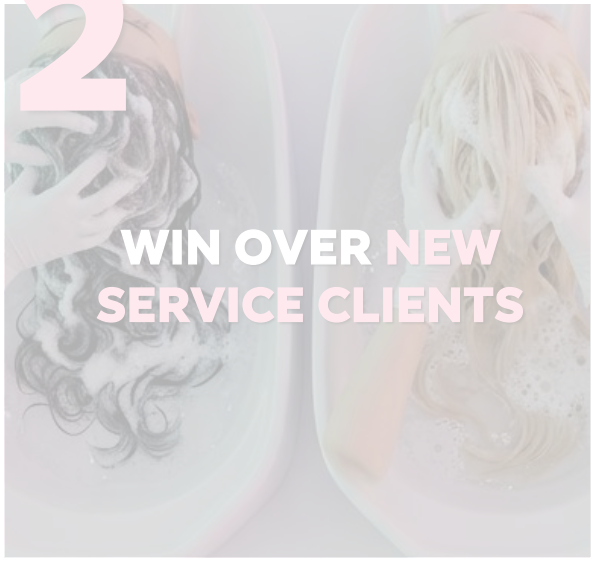
BUSINESS OPPORTUNITY

3 SIMPLE STEPS TO DRIVE REAL, SUSTAINABLE VALUE TO YOUR BUSINESS. NOT JUST DURING BLACK MONTH.

YOUR CHECKLIST TO BECOMING A BLACK FRIDAY CHAMPION







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STEP 1

PROVIDE HIGH-MARGIN UPGRADES

THE DEFAULT



Include certain hair care service treatments to your salon services that the clients need as a **DEFAULT** in your booking system

Example: French Blending
always include a Metal DX treatment "curated by PROs"

THE ANCHOR



Introduce 3 different price "packages" on your main service treatments. The most expensive will work as your PRICE ***ANCHOR***

Example: Coloration Services
3 levels of colo services, from must-have, to pro, to master

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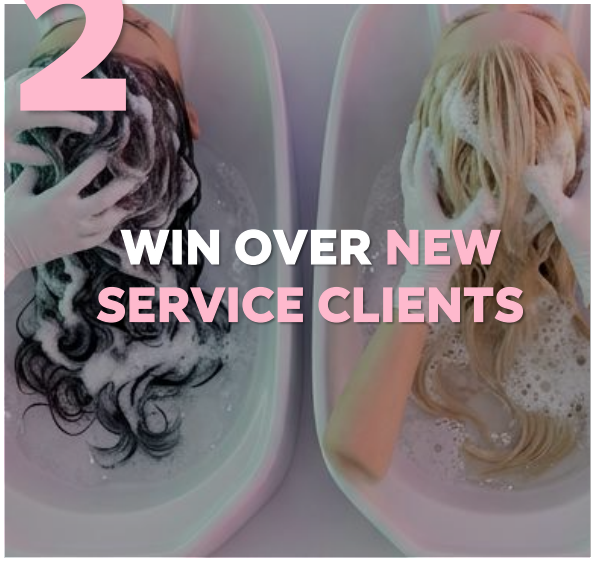
1

PROMOTE HIGH-MARGIN UPGRADES

2



WIN OVER NEW SERVICE CLIENTS

3

SECURE HIGH-VALUE RETURN VISITS

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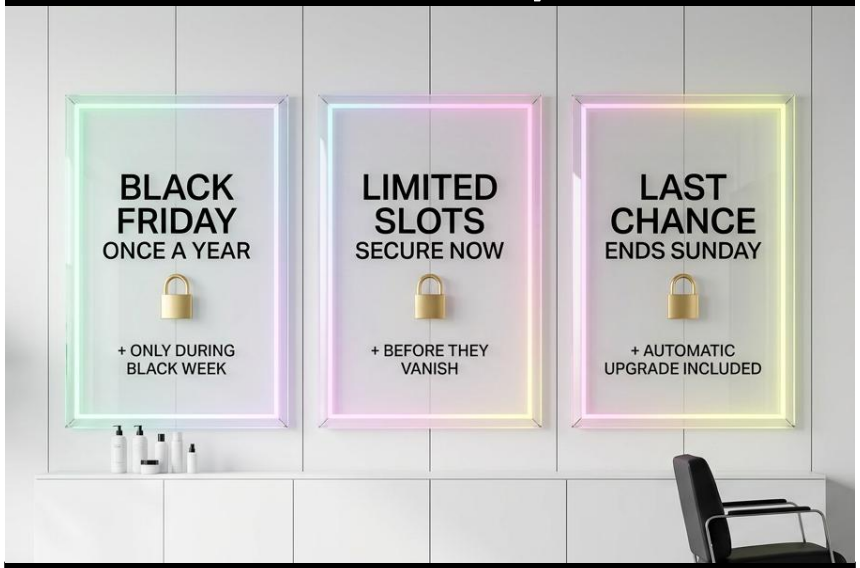
STEP 2

WIN OVER NEW SERVICE CLIENTS

CREATE SCARCITY / FOMO



When you do promotions with special discounts or benefits remember to set a clearly defined time of availability ***SCARCITY***

Example: Only during Black Week!
Get 20% off your first Fusio Treatment!

THE SOCIAL PROOF



REFERRING A FRIEND is a great way to gain new clients through word-of-mouth, leveraging ***SOCIAL PROOF***

Example: Black Friday Promo For 2!
Give your existing + new client 30% off on their coming service

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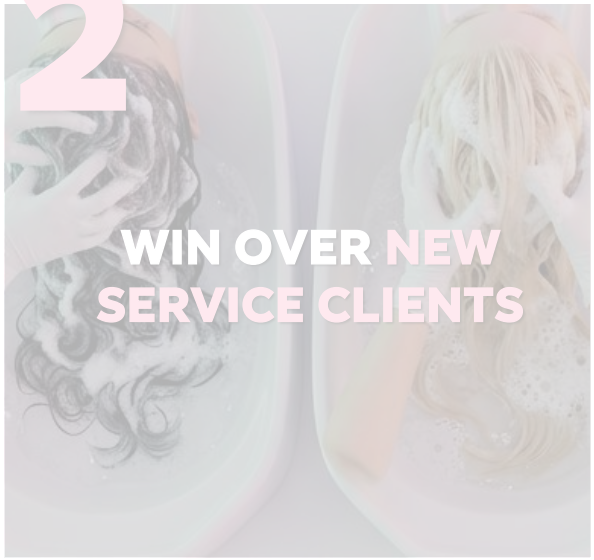



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STEP 3

SECURE HIGH-VALUE RETURN VISITS

DEFAULT



*Make a **subscription model** to your color services where you get your clients to pay a monthly fee to get colored as often as they wish*

Example: 20% Black Friday Discount on Fusio Dose Pass
Offer a discount on a monthly Fusio Dose Flatrate

THE WOW



*Create a **Thank You card** that you give to all of your clients after ended service to show you are also thinking of them after the visit WOW! + **voucher***

Example: Black Friday – New Year´s Voucher
Voucher with % off on next service. Redeemable in Jan-Feb 27.

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