

# TRAIN YOUR STAFF BEFORE SEASON

BY BRENDA FISHBAUGH



Right now is a great time to begin training your team. "Why so early?" you ask. The reason to start training in October is that there is so much information to take in, that if you spread various trainings out over a few months, your staff will better retain the information. Another reason is that many training sessions are available online. We all know that sitting at a computer all day is tedious, so breaking the learning up into small, interesting segments makes it more fun. There are so many topics you can have your staff learn – how to properly sell and deliver an airbrush session, why eye protection is critical, how to sell tanning lotions, how to handle customer objections,

all about your equipment, your salon procedures – and that's in addition to learning about your extensive lotion lineup!

Even if you have an experienced team, training them again will only add to their knowledge. They'll pick up things they missed in the information deluge last time. Convinced? Here are some ways to get your team to be Tanning Stars!

Let's cover a few of the FREE ways to train your team. Many, many tanning companies offer FREE on-demand training. On Demand means you just go to their website, click on a button, and a pre-recorded seminar will play. You can stop and start at will, just like watching a rented movie DVD. You can watch the trainings as many times as you like, any time of the day or night. For example, Australian Gold, California Tan, Swedish Beauty and Designer Skin have an entire library of trainings at TrainWithAG.com. You can learn how to sell lotions, how to be professional in a salon and learn about their entire product line.

Taking a different approach, Eye Pro, manufacturers of Wink-Ease disposable eye protection, offers only one training, a free, 40-minute session on why eye protection is critical. The presentation includes

dozens of gory photos of UV related eye damage and covers all state and federal eye protection laws. At the end of the Eye Pro training, your staff fills out a form and receives a big package of product samples and an eight-page eye protection guide to share with your clients.

Another way to train your team without leaving your town is utilizing FREE webinars. Webinars differ from on demand training, as they are live and interactive. Scheduled at a specific time, you "attend" the online class and can type in questions and have them answered during the presentation. Check out Supre.com, TrainWithAG.com and DevotedCreations.com, to name a few.

If you'd like to have some live training in your salon, many lotion providers will come to your salon and train your team. Some require a minimum number of attendees, but if you are zealous about their products, they will come to you! Excellent trainers are available from the teams at Devoted Creations, New Sunshine, Supre and Performance Brands. Now is the time to contact them, so you get worked into their schedule when they travel to your area.

If you've added sunless to your salon, check out the on demand sunless trainings at TrainWithAG.com and at NorvellTanning.com. Norvell University's

continued on p. 128 ☺

basic course for hand-held sunless tan application is \$25 per person, but includes a 65-page manual and a test each trainee must pass to receive their certificate. Once your staff has their Norvell Basic Certification, your team can then take a live training to receive Norvell Master Sunless Certification, during which each trainee learns to properly apply an airbrush tan on a live model.

**What about training on your equipment and actually running a salon?** Several bed manufacturers and equipment distributors have full salons built in their showrooms. You can actually learn about all their equipment and run the salon with

**Even if you have an experienced team, training them again will only add to their knowledge.**

their software! Check out PC Tan, Suntan Supply, Future Industries, Ergoline, and

Four Seasons to name a few. Also, Ergoline will train your equipment technicians for FREE in a two-day, intensive seminar they hold at their Arkansas headquarters twice a year. Need some technical info? Check out the websites – for example, salon owners can access technical information on all Ergoline, Soltron and Sundash systems at support.jkamerica.com.

**Let's not forget salon operator certification!** If your staff has been certified in the past, you may want to try another program to keep your team from rehashing old, outdated info. A new 25-module, online-interactive training program called Sun Is Life® is available at SunIsLife.com for only \$9 per module.

Using video to showcase different training scenarios, the program is very engaging and broken into very small modules that are tailored to your entire team, from beginning frontline staff to your top management.

**And you can always be certified or learn about a myriad of tanning products** by attending national and regional trade shows. Ask your favorite distributors for their schedules, check the trade magazines for dates and check manufacturer websites and Facebook pages for shows near you. The key is to train often and train early!

Happy learning! 



**ABOUT THE AUTHOR:**  
Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.

**NEW  
2012 Lotion  
Available soon!!**

**See our  
website  
for  
SPECIALS**





**Indiana Tanning Supply**  
**1-800-522-8708**  
**www.indianatan.com**