



Beautiful Business

THE PSYCHOLOGY BEHIND RETAIL

This workshop takes a closer look at the science behind retailing and how successful merchants – such as high-end department and name brand stores – entice consumers. Rather than teach sales skills, the workshop focuses on how salons can become strategic in their retailing decisions. Attendees will learn how to apply specific practices to maximize retail opportunities, enhance the guest experience, and increase customer loyalty.

Subjects covered:

- Why stylists do not sell: busting the myth!
- Maximizing your retail real estate
- Top 5 most common salon retail mistakes
- Why your customers purchase elsewhere
- Seeing your business through your guest's eyes
- Speaking to your guest's motivators
- The science behind merchandising
- Your retail report card

Admission: \$60 | Limited seating available

Date & Locations:

Edmonton Location:

Sunday, May 28th, 2017

9:00 am – 12:30 pm

10523, 107th St NW

Edmonton, AB T5H 2Y5

To register, contact your Salon Representative or our Education Coordinator at 780-424-6262.

Calgary Location:

Monday, May 29th, 2017

9:00 am – 12:30 pm

415 Manitou Rd SE

Calgary, AB T2G 4C2

To register, contact your Salon Representative or our Education Coordinator at 403-259-4442.



Workshop presented by:

Nancy Dobell | Senior Director, Business & Brand Development

"My philosophy is simply: to brand through basic principles and build awareness through consistency."

With 20 years of experience in marketing and sales in the fashion and beauty industries, Nancy Dobell joined Moroccanoil in its infancy and has been a key player in developing the brand's global market. Her outside of the box approach, use of humor and audience interaction make for an informal and inspiring learning experience.

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