

How to Prepare Your Salon or Spa for the Holiday Season

The holidays will be here faster than you know it, and your business will soon be full of busy customers treating themselves to a new hairstyle, a manicure, or a last-minute skin treatment. Stay one step ahead of the hustle and bustle with this handy holiday season checklist:

Purchase decor

Set the mood for your clients by putting up [seasonal decorations](#). Snowflakes, winter berries, velvet accents, glitter and lights are all touches that will resonate with your customers regardless of their backgrounds.

Add seasonal inventory

Boost your retail offerings with things like holiday-edition products and seasonal items. For example, you can order holiday-themed gift baskets from your supplier, or offer scented aromatherapy candles — both make great presents!

Prepare your staff

Review staffing to make sure you have enough personnel on hand to handle the holiday rush. Set up regular, quick, five-minute check-ins with your staff to make sure everyone understands holiday offers and has the support they need.

Create gift packages

Combine related products into artfully decorated packages to entice your clients, and create unique services bundles for customers to buy as gifts. Use customer profiles and sales data to design offerings with the highest likelihood of generating sales. Make sure to offer gift cards to make gift-giving easy for shoppers and flexible for recipients. You can even create experience gift cards that cover several services in a specially-created package. [Download our gift card guide](#) for more ideas!

Stock up on gift supplies

Offer your clients some added convenience by providing gift supplies like bags, tissue paper, ribbons and tags. This way, those who purchase individual items (rather than buying a gift package) will have everything they need. Remember: [More than half of shoppers start researching holiday presents in or before October](#). This means you'll want to list your seasonal offerings ASAP.

Update your service menu

The holidays aren't just for presents — they're also for parties! Update your service menu to include themed offerings to get your clients holiday-ready.

Don't forget your social channels

Many Millennials and Gen Zers get gift inspiration from social media channels. Post about your offerings and inventory, and don't forget to share some [engaging behind-the-scenes content on Instagram](#).

Acknowledge your staff

Thank your hardest workers for all their efforts during this season and throughout the year. Schedule a celebration event after the holidays to show your appreciation and reward staff members for their hard work.

Thank your MVCs

Give special recognition to your most valuable clients — the ones who come back to your business again and again. Check your [business management software](#) to see who spent the most time and money with you over the past year, then offer them a personalized thank you email or exclusive discount.