New Treatment Launch Plan

If you’re looking at launching a new treatment, go through our simple worksheet to help shape your plans and build confidence for the path ahead

Spotting the right trends

Observing the trends of the industry can help you to identify possible changes or additions to your menu that may match consumer demand.

How?

● Observe and stay aware of industry trends
● Figure out if this feels like a trend with staying power
● Sense check your thoughts through chats with clients, team members and thorough research

Ensure Return on Investment

It’s important to put some effort into understanding the likely return in investment you’ll get with your new treatments. There’s a few steps we can take to minimize the risk associated and keep confidence high.

How?

● Brand fit
● Costs of products / equipment
● Space
● Training
● Ease of upsell, retail potential or ability to compliment existing treatments
● Potential for rebooks, ideally at regular intervals

How does this apply to my business?
If you’re looking at launching a new treatment, go through our simple worksheet to help shape your plans and build confidence for the path ahead.

### Introducing a new treatment to your team

Get your team motivated and excited by your new treatment. Bring them along the journey with you and make sure they’re prepared to help make the launch and integration a success.

**How?**

- Train your team
- Give the team the tools to succeed
- Get feedback quickly post-treatment from consumers

### Raising awareness for the new treatment

If you have your set menu but are now introducing a new treatment, it’s important not only to update your information everywhere for new clients, but make your current clients aware too.

**How?**

**Outside of your salon**

- Leverage your digital channels
- Update your menus online
- Create visible materials in high footfall areas

**Inside the salon**

- Get the team promoting and chatting
- Keep it visible in salon
- Consider incentives
**Track performance**

**How does this apply to my business?**

Of course we’ll want to have a plan for measuring how successful the treatment has been and its impact on the salon. A bit of upfront planning will help keep you on track.

**How?**

- Benchmark your expectations in advance and measure against this regularly
- Utilise customer feedback to get a sense of satisfaction for the new treatment
- Create weekly and monthly launch plan
- Be open with your team - Ask your staff and make sure they are not quiet. Ask if they are not comfortable and provide them more training.

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**Other notes & ideas...**