



Salon Success

SALON MANAGER ALISON KITCHING

‘Mature head on young shoulders’

In this issue of TAN*BIZ we focus on ‘Star Salon Staff Member’ Alison Kitching, the perfect Salon Manager at Glo Tanning and Beauty, in Bishop Auckland, County Durham. This is her story.

Before I got the post of Salon Assistant at Glo I would regularly pop in to use a sunbed. I have always been interested in looking and feeling good so when the post came up I applied. I started working at Glo Tanning six years ago. I love my job and the people I work with, every day is

different, there is always something happening and it’s a happy place to work. I was offered the manager’s post a few years ago and I enjoy the responsibility. I am looking forward to the company expanding and opening more salons; I hope to be able to help in this expansion and at the same time still work with the

Business Profile Alison Kitching

Name: Salon Manager Alison Kitching, 23, single (with boyfriend)

Duties: Day-to-day running, opening and closing, staff training, end-of-day reports, all beauty treatments, reception

Background: Left school going straight into college to study beauty therapy, also had part-time job as receptionist at petrol station. Started working at Glo while still at college age 17.

Tanning salon: Glo Tanning and Beauty. Main high street salon in Bishop Auckland, County Durham.

Salon owners: Trevor and Susan Woods

Sunbeds: X2 KBL Megasun ultra 6800, X3 Aurora vertical

Spray tanning: Su-do glass booth, manual application

Main lotions: Australian gold, Fiesta sun range.

Business characteristics: Quality-orientated with relaxed atmosphere, emphasis on customer happiness; NO hard sell to customers (owners hate hard selling), offers and sunbeds re-tubed several times a year, and most important to business..... hygiene.

Staff training: Employee and tanning handbook, initially supervised and guided, ongoing training and advice, annual staff assessments by directors



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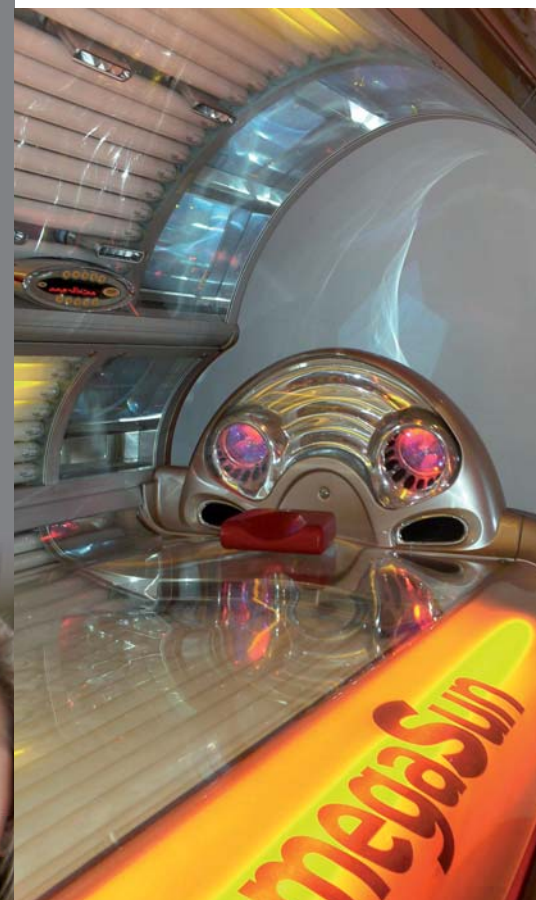
Sunbeds “We are the only salon in the area with lie-down sunbeds; these have become very popular. The beds we use are the Megasun 6800 ultra power, we use these because they look absolutely stunning and they run all day, every day, problem free. We also have Aurora verticals, because they are such a simple tanning unit that is easy to clean and maintain, our customers like them.”

Beauty “The owners Trevor and Susan will always aim for the salon to be primarily a tanning salon, but we supply beauty treatments as well. We have a nail area with two busy bars with the OPI range of nail products. We have plans to build another room because of the amount of different treatments we now offer, such as waxing, facials and teeth whitening.”

loyal clients at the Bishop Auckland salon on a daily basis.”

Alison on the salon “The salon we have now is one of the biggest tanning salons in the North East. We have a huge reception area with leather chairs and sofa and some high stools and tables so our customers can sit and have a relaxing coffee or chilled drink, look out

of the windows, and watch the world go by. A lot of our customers use the salon as a meeting place; they arrange to meet their friends here, have a coffee, jump on the sunbed before they go shopping. Quite a few love to come here just to get away from the house. The owners and I have worked hard to make it a home from home, and not just a retail shop.”



Trevor Woods, owner

“My wife Susan and I found a gap in the market for better quality hire-beds, so we decided to invest in a van and a fleet of top-quality hire-sunbeds and verticals. After a few months we wanted to expand, so we opened Glo Tanning Salon in Bishop Auckland, Co Durham. Starting with two vertical Aurora 60 tube units, we found quickly that we needed a third, and within a few months a fourth. The salon was so busy that

we needed to employ somebody, and that person was Alison Kitching. The saying ‘mature head on young shoulders’, just about sums up my thoughts on Alison. At the time we had a small salon, and we were so busy that some days we had over an hour’s waiting time on the sunbeds. I remember one night we had 26 customers all waiting to go on four sunbeds—we had customers sat all the way up the stairs, stood around the counter, and even outside! It was actually annoying to me that they had to wait so long. At that time we also had a nail bar and air-brush tanning booth. We eventually got more staff and made Alison our Salon Manager. This gave Susan and myself the flexibility we needed to expand our company. A few years ago we moved into our own, much larger property. Alison has been with us now for six years. She is a fully-qualified beauty therapist and has regular and loyal customers. Alison is a very trustworthy member of the Glo team. Alison always does everything to the best of her ability and excels with all beauty treatments.”



Ranson Richardson, customer

"I have used Glo Tanning for many years. Alison is a great asset to Glo and really good at her job; she always has a smile when you walk in and she is very popular with the customers. Alison's smile and personality seem to have an effect on everyone, I can't think of ever going into Glo and not having a laugh, I always seem to come out happier than when I went in, oh and much browner. With the quality of the sunbeds, the cleanliness and the staff at this salon, Glo is going to be around for a long time, and it's the only salon I'll ever use."

Plans for the future "Trevor and Susan are currently looking to open a new salon as they want to open a new one every year for the next 4 or 5 years! At the same time we are looking to change this salon- we have this huge basement that is currently empty. The (so-called) credit crunch has affected every retail area, and although tanning salons rely on the quantity of customers through the door, we have not seen a big drop in the footfall into our salon. Trevor and Susan have always said....'with the right location,

Alison's smile and personality seem to have an effect on everyone

Spray tanning "Our air-brush tanning system is manual; in our view there will never be an automated spray-tan machine that can do as good a job as a fully-trained therapist. We have for some time now kept our DHA solution a bit of a secret. This may sound like a silly idea but we got a little fed up of our competitors copying what we did- so we kept it hush hush. When it comes to spray tans... customers always come back to us. We have heard so many scary stories from customers who have been to other salons it's unreal!"



Beryl Anderson, customer

"Alison always loves her job and makes you feel welcome. For most of the year the salon is quite busy, but Alison always tries to find time to chat to you, even if it's just for a minute between cleaning the sunbeds. I am always positively amazed at some of the

advice I have heard Alison give to customers. There are not many salons around that are willing to do the same, but this is why the salon does so well; the customer hears professional advice, sees a professional salon, and with staff like Alison around..... well I wouldn't want to go anywhere else! The salon has shown flair, courage and diversity to extend its product range, and without a doubt for me it is the town market leader in quality, price and location. Glo also provides the perfect retreat after a hard day at work for some 'me time'. Before going home and starting the lesser mundane chores, you are able to chill, relax, have a cappuccino or latte, read the gossip and have a lovely chat before your appointment, albeit sunbed or manicure. All in all, Trevor, Sue, Alison and Katie are able to provide that little necessary ounce of sunshine and pampered luxury as I go through life!"



Katie Askew, staff

"Like Alison I was fresh out of college after completing my Beauty Therapist course. I had to learn all the different treatments that Glo offer and Alison was so helpful and knowledgeable that she made my first few weeks so much more enjoyable than I imagined. Now two years later we are really good friends and find working together very easy. We both like to chat with clients and have a genuine interest in their wellbeing. The salon would not be the same without her, even Trevor says to people "Alison does not work for him, she works with him", I think that says a lot about how she is thought of throughout the salon."

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and the right staff training, we can open a salon anywhere and be successful', and we know that our business and our company will go from strength to strength. We very rarely hear in the press about the benefits we get from UV light and sunbeds. But this needs to be explained and understood. That is our mission and should be for every salon owner."

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