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Salons put shine on marketing

Manicures for men

By Stacy Westcoe

While points and sift selling may work for a salon like Esthetically Yourz, for a salon geared towards men, selling beauty is an even more difficult marketing effort.

“A guy isn’t going to walk up to another guy and say, ‘Hey, I like your hair. Where did you get it done?’” said Stacia Stasnek, public relations and salons coordinator with Reading based American Male, a full-service salon for men.

Getting men into the barbers chair when they need a trim is easy. They have a need. The barber fills it. Convincing men he deserves to be pampered, with say, a paraffin hand wax or a facial, is a different matter all together.

Marketing salon services to men is a complicated business, said Stasnek, but with 15 American Male salons across the country, it’s a business that owner and founder Howard Hafetz said takes a special touch.

“Men don’t want to hear the word pamper,” said Hafetz. “They’ll say they’re not interested in it but the truth is, they are.”

He said the trick is not to ask them if they want it, but to show them what they need.

“Men don’t buy something because it’s in a pretty box or smells good, agreed Stasnek. “They buy something to fill a need they have.”

Stylists at the salon will explain to a customer what his hair care needs are and show him what techniques and products he

can use to get the look he wants, and they do listen, said Hafetz.

“From the time they are a boy, men are very accustomed to women telling them what to do with their appearance,” he said.

As a result, a big part of their marketing efforts isn’t to the men they serve at all – but to the women who love them.

“We have a theory that each woman has six men that she influences, her husband, her brother, her son, her boss, her father or her boyfriend,” said Hafetz.

He said they get a great deal of business from men who’ve received gift certificates from the woman in their life.

He said once that a client sees how good he looks and feels after a quality grooming experience, he’s more likely to come back on his own.

“It’s all about confidence,” said Hafetz. “I always say the only creature more vain than a woman is a guy. And now men are getting more comfortable expressing that.

Hafetz said the typical American Male client is a man who cares about his appearance. Often, he’s also a man who works out.



a full service salon for guys

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