

Simply Beauty

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Alison and her team run a beauty salon in the centre of Ringwood offering a range of massage, facial and body treatments.

SIMPLY BEAUTY

In addition to selling a high volume of Brand New Forest Cards, Alison works hard to promote the benefits of the scheme to both her clients and other local businesses in the surrounding area.

The offered 10% discount off all treatments draws a significant number of clients into the business who are attracted by the card offer on the already competitive prices. Those customers who are not already cardholders are provided with information on the benefits of the scheme by the point of sale material displayed throughout the premises.



Business owner, Alison requests point of sale material and application forms from the Brand New Forest Team in order that she can promote the scheme to her peers at local business network meetings. In addition, she visits other businesses in Ringwood Town Centre to encourage greater take up of the card scheme. She strongly believes that the greater the number of offers, the better it is for all concerned.

There is also a concerted effort to ensure that all staff within the business are fully aware of the card scheme and its benefits. This allows them to handle any enquiries from customers and promote the available discounts to clients both within the premises and further afield.

