

# Everything gets more expensive

## Saving tips for your institute

The economy is groaning under price increases, failed supply chains and shortages of raw materials. **The reasons for this are complex and will require a change in our thinking and actions** for a long time, if not permanently. Because one thing is clear: our environment in particular is crying out for change, and it is time to rethink and adapt our actions to the circumstances.

At the same time, it is the opportunity to **see new opportunities** and thus take a forward-looking and more modern path.

## Sales in troubled times

It is not easy to generate good to very good sales in times of tight budgets, and it also requires effort. Be aware that your service contributes to a large extent to the well-being of your customers. **You are needed!**

You have built trusting customer relationships that continue to ensure your basal turnover is stable. It is possible that the sale of an additional product will initially be omitted. This is not the end of the world, because the primary aim is to maintain the increase in sales that the lifting of contact restrictions gave you last year. Look carefully at **your customer databases now**.

**Great potential for added value** could be just here. The prerequisite is, of course, that you have always conscientiously maintained your databases. And as unusual as it sounds in the current situation: **stay open to innovations**. Are there treatments that you can "spice up" with additional treatments to create interest? This is just one example to illustrate that it is important not to lose the entrepreneurial spirit, especially in times of crisis.

## Start your marketing

Despite a tight budget that forces you to cut corners, you can, or rather, you must **advertise**. It is not necessary to raise cost-intensive advertising material in order to work on your level of awareness and at the same time advance your new customer acquisition. **Work on your online presence**.

The mistake that is often made when it comes to reducing costs, first saving on self-marketing, must be avoided urgently. **You need your customers' attention**. Especially now, when the economic situation is forcing you to save, it is necessary **for your sales to absorb the increased costs**. Define a target group from your customer pool that suits your offers. You may also intensify treatments that you have not advertised for a long time. **Develop bundle offers**.

The time is favourable. Some of your customers have made good resolutions for the beginning of the year. You can offer good support with appropriate offers. Especially in troubled times, your customers are looking for relaxation and well-being.

Ask them what they want now. Asking **what customers want** can turn out to be a real "treasure chest". Put your focus on innovation now. Your company can do so much more!

## Price adjustments are not taboo!

With all your creativity, with all your efforts to develop good offers, to stay present and innovative, you cannot avoid the decision of price adjustments. Such a step is often postponed for too long. The fear of customer churn, cancellation of appointments and ultimately the permanent loss of customers is breathing down the necks of many entrepreneurs. But at some point, the decision to make price adjustments just **makes sense and is necessary**.

Either choose an overall price increase that includes all products and treatment offerings, or increase your prices incrementally. Both variants have advantages and disadvantages.

The decision depends on the circumstances of your company. **Take a look at your cost development** and also lose sight of current price changes by your competitors in the immediate vicinity. A costing check is also a good measure. Go to work with a "sharp pencil". If you find out that your offer is "far too good to be true", you would immediately have **an argument** for recalculating your price list with your customers.

## That's how you tell your customers

**To answer this question briefly:** preferably clear and transparent! Openness is basically the best level of communication. Explain the background of the price increase to your customers. You can only hope for understanding if you **communicate transparently**. Creativity is beneficial when redesigning your prices. For example, you can combine several treatments and thus **increase the benefit for your customers**. A higher price is better tolerated. Or take a closer look at **your service level**. Is there still potential for optimization here? These are just two examples of how you can design your new prices.

Involve your team and support them in answering customer inquiries professionally with argumentation aids or discussion guides. Ultimately, every decision must be shared **by the entire team**.

**Remember:** in times of change it takes courage!

## Reduce costs

Everything is getting more expensive and you have to react by cutting costs. When looking at your expenses, you will certainly notice areas where cost reductions are worthwhile.

Here are a few suggestions:

1. All modern washing machines have an ECO function, make sure to use it.
2. Tumble dryers save time, but they drive up energy costs. Are there alternatives?
3. Have you switched your lighting to energy-saving bulbs?
4. Ventilation provides fresh air and keeps the heat in the room.

In addition, there are **other areas** that you can take a closer look at. This includes, for example, **unplanned downtime**. A reminder SMS can work wonders here. In some cases, charging for downtime can disrupt the relationship between you and your customers to the point of losing a customer.

**Rely on appointment reminder SMS instead of having your customers compensate you financially for missed appointments.**

## Stock levels

Your inventories are cash. It's wonderful when you have a large selection of care products ready for your customers. On the other hand, a full warehouse with moderate sales is **a major financial burden**. And not only that. Expiration dates for your products add to the pressure.

**Take a look at the sales lists for the last few months.** Perhaps a sharper look at it will help in the decision-making process. Ask yourself whether it makes sense right now to keep almost every product available for a possible sale to your customers.

## Conclusion

The current time mobilizes our **creativity and flexibility**. That's good! After all, isn't that exactly what makes you an entrepreneur? Perhaps this is how you create **your unique selling proposition**.

With this article, we would like to encourage you to look to the future with confidence. Your customers need their time with you now more than ever. After all, you and your company remain **an oasis and a little vacation** in the sometimes rough everyday life.