

Dramatically Increase Your Market Share
Increase Your In-Salon Retail Sales to an All Time High
Deliver Your Marketing Message Directly to Millions of Consumers
Take Control of Your Consumer Marketing Message



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ACCELERATOR

SALON & SPA SOFTWARE

Accelerator's unique market offering drives in-salon retail sales of your products to all time highs, increases professional product sales, and significantly increases your market share while ensuring you outpace your competition.



Talk to Accelerator to learn how you can:

- ✓ Increase your salon market share
- ✓ Dramatically improve consumer in-salon retail sales for your product range
- ✓ Ensure existing clients always renew supply contracts
- ✓ Improve Salon Client retention and Professional Product Sales
- ✓ Deliver your marketing message directly to millions of consumers.



Other Accelerator Benefits include:

- ✓ Lower your unit sales costs through increased sales to existing salon clients
- ✓ Outpace your competitors to win new salon business and convert existing competitor salons
- ✓ Provide consistent and targeted marketing messages to your salon clients and consumers
- ✓ Run weekly/monthly/annual performance metrics across all salons & product ranges.

'Our research shows that through a typical salon, the average supplier sells approximately 15 retail products per week (a conversion rate of approximately 5%). ACCELERATOR customers can increase their retail product sales by between 50% and 240%.'



Accelerator helps you increase market share by:

- ✓ Giving you 'preferred status' at salons, allowing you to gain market share at the expense of your competition
- ✓ Ensuring your marketing message reaches millions of consumers already known to spend on personal grooming
- ✓ Delivering consistent, controlled messages to salons and salon customers that align with your marketing campaigns
- ✓ Ensuring an improved 'hit rate' and return on investment rate for your marketing dollars.

Find out how we can help you to meet your goals!



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