

I am Hannah Francis and I can help your business in the beauty industry, break glass ceilings and reach new heights

Holding a credible background in the beauty industry, both in business strategy and service development, I have established myself as a trainer and consultant for high-profile clients. My experiences lie in helping spas, hotels, beauty clinics, and hairdressers in the UK. Some of the most notable names in my portfolio include the British Heritage, Champneys, The Grooming Company, Accor Hotel Group, Trevor Sorbie Salon, and L'occitane.

For 14 years, I have been associated with this industry and have learnt all the ins and outs in this sector. I have now moved to the UAE and now seek to revolutionise this culturally diverse nation's beauty industry. The industry's shortcomings mainly lie in the lack of retail training. This is where I come in. NLP-based retail training has been my forte and I now seek to introduce this approach in the UAE and help this industry flourish and spread its wings even further.

As a qualified NLP Practitioner, I know the importance and impact of this simple to learn but not-so-simple to apply technique. Let me put in front of you a few simple statistics before I go ahead and tell you why your business needs my expertise.

An eye-opening 11% per cent is the beauty industry's average retail conversion rate! Which has remained the same for the last 10 years. Research shows that 6 out of 10 clients look to purchase retail products from you, and they expect your salon teams to recommend those products to them. Yet only 1 of those 6 ends up making a purchase and guess what it's killing your profit margins because the other 5 clients are taking their money and spending it somewhere else. Our salon teams are not taught how to retail effectively before entering the big wide world of beauty where they're suddenly hit with targets and expectations.

"Leading the way to become the NEXT generation of training and development within the beauty industry!"

This Is How I Work

Imagine you find Lisa at your office, averaging 60 clients a week, each of who paid on average 275 AED. Given there are 52 weeks in a year, you end up making 858,000 AED.

This is certainly not the maximum potential of your business. A thorough optimization of business strategy can help you maximise your earnings. How you ask? It's simple...

What if every other client bought, for say, 100 AED worth of products from you too? By this calculation, you end up making 156,000 AED more than what you did, without having to acquire a single new customer.

What if you increase the number of Lisa's? *Just imagine...*

I help you train your existing team into all of them becoming a Lisa. Once you achieve that, you must have crunched the numbers by now to get an estimate of the unrealized potential of this industry.

The potential is there. Businesses just fail to capitalise on it. The main reason behind this – lack of retail training. This is where my expertise comes into play. I help your business climb the ladder to success – one step at a time!