

How to build relationship in a small business essay

[Business](#), [Management](#)



Harmonizing to Gronroos (1997) . selling in relational footings means “ To set up. maintain and heighten relationships with clients and other spouses. at a net income so that the aims of the parties involved are met. This is achieved by common exchange and fulfilment of promises” . As to whether a concern will productively profit from putting in relationship with its clients and other stakeholders. a batch depends on the nature of the concern. With respects to certain sectors.

like the service sectors. it becomes imperative to develop the relationship with its clients. so as to guarantee consistent growing and sustainable competitory advantage. In large organisations like the Bankss. the bureaucratism makes it hard for these establishments to be antiphonal to the demands of their clients.

Hence client relationship edifice becomes debatable. But taking a little concern like a hair tonic salon. assorted relationship direction techniques are blindly employed by these hairstylists to construct relationships with clients.

This paper uses the state of affairs of a hair tonic salon located at Akweteyman. a suburb of Accra. Ghana to explicate how relationships with clients are built over the old ages. Top Curls Beauty Salon. located in Akweteyman. is owned and run by Joyce Owusuwaa. She has employed three hairdressers and has six learners. She has operated the concern for Ten old ages.

and presently is patronized by tonss of adult females from the vicinity and beyond. Relationship direction techniques clearly play out in such little concerns because of the fact that those presenting the services are largely

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the proprietors. and have the passion to see the concern grow. hence doing them extremely entrepreneurial.

Conditions that are contributing to relationship direction It is not every concern that can profitably pattern relationship direction. Certain conditions must be to further the development of a confident relationship with clients. Harmonizing to Szmigin and Bourne (1998) .

the value of a relationship. and by deduction the desire to perpetuate to it. will depend on the nature of the service. the nature of the consumers and the nature of the state of affairs.

Berry (1983) . discoursing the service sector identifies three conditions for the pertinence of Relationship Management. First of all. the client has to demonstrate a going and periodic desire for the service. Second. the service client must be able to choose the service supplier. and eventually there must be a pick of providers available to the client.

Berry (1995) . farther points out that. high engagement services. such as banking. insurance and hairstyling services have the features which lend themselves to relationship edifice. Taking the instance of Top Curls Beauty Salon located at Akweteyman. a suburb of Accra. it has the conditions conducive to Relationship edifice.

Women. both immature and old. hold a going and periodic (which could be biweekly or hebdomadally) desire to hold a hairdo that enhance their beauty and visual aspect. The clients. in this instance the adult females

themselves ; make the choice of the hairdresser. There is besides a overplus of hairdressers and salons around the Akweteyman vicinity.

in which instance constitutes a big pool of hair salons available to the clients.

So how does Top Curls Beauty Salon physique relationship with clients?

Consistency of quality of service For Joyce. quality of service is really critical to constructing a long-run relationship with its clients. Quality of service. in footings of a hairdresser. has to make with how good the client feels at the terminal of presenting the service. Not needfully the concluding merchandise in footings of pleasant visual aspect.

but how the individual was attended to at the salon upon come ining it. how the salon attenders every bit good as the concluding hairdresser were soft with the hair of the client. may be in footings of how gently they stroke and fondle the client's hair and the sort of ginger negotiations that went on with the client during the service. all go a long manner to set up an first-class quality of service in the head of the client. This could take to reiterate backing every bit good as referrals. But the inquiry one may desire to inquire is ; how does she guarantee that this quality of service is at least maintained.

even to the extent of her brief absence? Though she has approximately six learners. she besides employs three hairdressers who had undergone an extended preparation and coaching from established beauty schools. and mentoring from her. These three stylists have the genius for the occupation and help her every bit good as deputize for her in instance of her absence. In fact these miss are trained all-around.

and can work out every client issue. Customization Every client, be it bing or new.

that enters Top Curls Beauty Salon is alone in tons of ways. Customers differ in their visual aspect, form of their caput, the texture of their hair, the colour of their hair, the length of their hair,

the strength of their scalp, their likes and disfavours, their socialisation and exposure, degree of instruction, age and skin color etc. One manner will decidedly non suit all of them. This calls for customized service.

In fact the concern of hairstyling thrives on assortment and customization of services to single clients. The hairstylist adds a better cognition of the customer's demands and needs over periods of brushes. This cognition can so be combined with societal resonance built over a figure of service brushes to orient and custom-make the service to customer's specifications. But there is a challenge for Joyce when a client wants a manner which is in trend,

but which will non suit the client. In a state of affairs like this, persuasion is done with all the tactness, and accounts given to convert the client that a better manner, which is besides in trend will outdo suit her and give her that "knockout" visual aspect and entreaty. Customization is really much aided by the following point, which is ; bipartisan communicating duologue.

Bipartisan communicating duologue The resonance between a hairstylist and her clients is really of import if a long term relationship is expected. The sort of communicating duologue that ensues in the salon does non merely bolster the relationship, but besides brings a batch of client issues to the bow so

that the hairstylist can outdo fulfill the demands of the client. Harmonizing to Joyce, she invariably engages the clients in a duologue. all to unearth their demands. Some clients.

based on how they have been conditioned in other salons. merely remain quiet throughout the period that they are being attended to. These clients leave the salon merely to alter their hairdo every bit shortly as they get to the house. By prosecuting them in a conversation, they feel comfy to really come out with how they want their hair to look like. hence advancing the likelihood of future concern and referrals. It is merely through a two manner communicating duologue that client demands could be met. High degree of interaction There is a high degree of interaction between a hairdresser and her clients.

The relationship between a adult female and her hairstylist is alone. This is because she develops an confidant relationship with her hairstylist as a consequence of sing the salon on a regular basis. Women go to the extent of confiding in their hairstylists on issues like personal relationships or matrimony and household issues. Why won't they, if they trust their hairstylists plenty to change their physical visual aspect. sometimes extremist? For some clients.

it is all about basking the whole experience of traveling to the hairstylist. For this people, you can ever hold a good chart at the hairdresser's salon, every bit good as gimmick up on the latest chitchat. Hence hairstylists initiate certain lines of conversations and chitchats, particularly manner, all to

acquire the salon exciting. Some besides go to the salon because they need person to speak to.

They tell their hairstylist truly personal things. holding in their head that their hairstylist is a good individual to talk to. because they are wholly separated from their lives. With the coming of engineering. this signifier of adhering with clients is enhanced by nomadic phones.

which makes it possible for the synergistic platform to be extended outside the salon. Plays a professional every bit good as an consultative function. Hairdressers play a professional every bit good as consultative function to their clients. One could sort them as "informal" psychologists. who exert a degree of influence on their clients.

non merely to alter their hairdos. but positively impact on their lives.

Furthermore. by virtuousness of their cognition in hair training and taking attention of hair in footings of what hair merchandises the consumer should avoid and those that are suited (wellness wise) to them. hairstylists ever have the client at bosom and look to move in the involvement of the client. If a client should endure a hair loss. or let's say suffer a scalp infection as a consequence of misapplication of a peculiar hair merchandise.

it will adversely impact on the relationship with the client. and bring forth a negative word of oral cavity as good. This state of affairs. the hairstylist avoids every bit much as she can.

These are some of the chief grounds why she ensures that clients' hairs are attended to by her and the three most qualified employees. Merely to avoid

such incidents. Hence, the clients trust the hairstylist to take attention of their hair, which the hairstylists systematically do.

in their day-to-day dispensations. High committedness and fulfilment of promises From the above point, one can state that hairstylists exhibit a high degree of committedness towards the client, and assist the clients solve their hair jobs. A typical illustration is when clients consult their hair chest of drawers on job of hair loss and breakage. The hairstylist goes the excess stat mi in urging an appropriate merchandise for work outing the job.

Some hairstylists go to the extent of buying the merchandise and helping the client in using it, all for a fee, and which helps in adhering with the client. Hence,

a changeless committedness to work outing the hair jobs of the client goes a long manner to better on the relationship with the client. Furthermore, the hairstylist enterprises to carry through her promises to the client. It is non easy swearing anybody to alter your visual aspect or mentality. What is the confidence and likeliness that you would wish the concluding visual aspect you are given? Hairdressers, by leveraging their accomplishments and genius,

carry through the promise of doing the client experience good at the terminal of the service bringing. There are state of affairss where some clients refer new clients, and a challenge appears in footings of fulfilling this new client.

and carry throughing the outlook and ballyhoo. But hairstylists leverage the bipartisan duologue to run into the outlooks of this new client. Long-run orientation and skylineLong-run orientation and skyline is a cardinal characteristic hairstylists use to construct a lasting relationship with clients. How long a client is kept in a relationship and portion of their billfold they spend in that salon is really of import to the long-run profitableness of the hairstylist.

There are state of affairss where clients had relocated to a distant suburb in the capital. and yet trek to the old suburb merely to sponsor the services of a trusted hairstylist. It is of import to see clients as spouses instead than opposite parties. as highlighted by Gummesson (1999) .

He goes on to pontificate that long-run coaction and “ win-win” as a cardinal characteristic of constructing relationships. This position promotes coaction. and creative activity of common value for both the hairstylist and the client. There are state of affairss where hairstylists freely apply certain pomatums or sprays. at least ab initio. merely to court these clients in the long-run. Sometimes excessively.

clients are given price reductions merely to acquire them to sponsor the salon for a longer period. Hairdressers. in this sense. make non entirely reassign cost to the clients. Customers are handed certain benefits which in the long tally make them loyal to the hairstylist. This trueness is sometimes assured and maintained even when clients relocate to different vicinities. Customer life-time valueFinally.

hairstylists view clients. though crudely. in footings of their life-time value to the concern of hairdressing. They nurture the impression that if you can outdo satisfy and delight a peculiar client the more likely you are to hold a sustained relationship with the client. This life-time relationship could be extended to the client mentioning household members and close equals to that peculiar salon.

Furthermore. taking such a place makes it hard for the client to interrupt the relationship with the hairstylist. How has Top Curls Beauty Salon benefited from developing such dealings? First and first. the fact that she has established a bonding relationship with them. the clients do non respond negatively to monetary value increases.

since they know they are acquiring value for money. Besides. compared to the monetary values viing salons are bear downing in the vicinity.

Top Curls Beauty Salon's charges could be termed as premium. yet the clients see it as appropriate. Again.

some clients move to distant vicinities and yet regularly visit the salon. The client base of the salon has greatly increased as a consequence of referrals from these clients. The salon has been able to leverage their service "brand" into other signifiers of preparing. The salon now does manicure and pedicure every bit good. But all these are non without enlistments and challenges.

Not every relationship developed has yielded the returns. In fact some has yielded negative returns. But on the whole, constructing a womb-to-tomb relationship with its clients has brought some degree of success.

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