A recent animated seminar in Rio gets **TONY CUCCIO** thinking in terms of how all industry professionals can reap success

A CUPPA WITH CUCCIO

I was off around the world again recently and my first stop was the fast-paced Rio with over 2000 people in a seminar itching to hear how to make money in the nail business. What a fantastic turnout!

It's always incredibly humbling to see so many people in different parts of the world take the time and effort to attend my seminars with the hope of picking up hints and tips on how to move their treasured businesses forward.

The seminar itself was a three-hour presentation ending with plenty of questions from an eager audience, which I just love! It creates a real buzz and highlights just how important education, seminars and workshops are at grass roots level.

It's also really interesting to see what techs around the world are interested in, I never tire of it. Naturally, in the poorer countries they focus mainly on how they can take their skills and make a basic living for themselves. However, in the more developed countries the focus tends to be directed at skills and those extra techniques on how to produce the most beautiful nails for the clients as well as keeping up with the latest trends. It never ceases to amaze me what a huge interest nail technicians have in new products and trends. It seems that if we keep turning out new and interesting lines, there will always be a demand for the next new product. And just as I never tire of meeting new people; techs all around the world never tire of trying new things – which is great! As I've said before in these articles, you have to keep ahead of the game at all times and not fall by the wayside, ever!

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In a way it's interesting to see how all of this interrelates into a global industry. I was asked by one tech '*how similar running a global nail manufacturing business is to running a salon*'. After a moments thought about the work my company had recently been involved in with the launch of some of its latest brands I was able to answer her.

Just like a salon, we have to research the market, look at what products will be attractive, how we should position our price, how we are going to build demand, how we generate new customers with offers and promotions, how we keep our customers coming back and buying new products and of course, keep tabs on our competitors – always! We have to look at our sales service, our aftersales service, then we have to adapt to changing market conditions, new product innovations, like our Pronto soak-off gel colours and of course deal with the ever changing economic climate.

I realise, now more than ever, that what it takes to build a truly global brand of nailcare products is really so similar to building a first class salon business. We all have to be ideally placed to be able to help and support our customers; we have the same basic needs and benefits.

Just keep an eye out for those cowboys who try to steal your business with cheap products and empty promises. Steer clear and protect yourself against these types of jackass, they have no idea or understanding of what it takes to run a successful business or how to look after their customers properly.

Until next time...

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