

Paul Mitchell wins over hair salon clients with help from [Dropbox for Business](#)

PAUL MITCHELL

As the exclusive European distribution partner for Paul Mitchell®, Wild Beauty provides hair salons throughout Germany, Austria, and more with award-winning hair care and styling products — at affordable prices. The Wild Beauty team includes roughly 100 educators and 50 sales professionals who promote more than 100 different Paul Mitchell products and tools.

A change in style

With a diverse team of on-staff salespeople and freelance educators, Wild Beauty relies heavily on technology to keep everyone up-to-speed on the latest product offerings. For every interaction with salons, Wild Beauty employees must have access to the latest photos, videos, and documentation supporting current Paul Mitchell products and style collections. Plus, they need an easy way present the appropriate information to stylists.

To distribute materials to Wild Beauty employees, the company initially tried using USB sticks, CDs, an FTP site, and email. But these methods proved clunky and difficult for staff members who weren't used to transferring files between computing devices. "We have a diverse group of users," explains Wild Beauty Board Member, Noah Wild. "Not only do they range in age, some use PCs and some use Macs — and there's quite a variety of technological skill."

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Noah Wild, Board Member, Wild Beauty

Wild Beauty knew it needed a solution that was simple to use, device and operating system agnostic, and reliable in the field. Company executives began exploring cloud-based options and saw major opportunities in Dropbox for Business. With Dropbox, employees could access files from any location and device, without installing special software to open different types of files.

Better yet, because some employees and contractors already had personal Dropbox accounts, the onboarding process was a snap. "It was great that people understood Dropbox so quickly," says Wild. "We introduced the application and within 20 minutes, people could easily access their files."

Company: Wild Beauty

Requirements

- Easy-to-use, cloud-based storage
- Fast access to files in the field
- Ample space for large photos and videos

Solution: [Dropbox for Business](#)

Results

- Simplified sales calls and contract signings
- Reliable file access and backups
- Savings on IT resource costs

Fabulous and financially sensible

With Dropbox for Business in place, members of the Wild Beauty sales team are able to have every piece of sales collateral and product information at their fingertips when they visit salons. And since files are automatically backed up, individuals can perform tasks themselves — like historical file retrieval and versioning — so there's no need to maintain a large IT department. "Dropbox for Business really helps us keep our costs down," says Wild. "Even as our business and file storage needs grow, our costs stay the same — and that is really great!"

Dropbox for Business has also helped Wild Beauty maintain maximum efficiency. Every minute counts for the company's sales team; the better they can manage their time, the more salons they can visit — and the more deals they can close. Having instant access to materials on Dropbox for Business allows them to work faster and respond immediately to customer requests. "If a hairdresser asks about a product we weren't planning to show, employees used to have to run to the car or set up an additional meeting," Wild adds. "Now they can get the information right away. Dropbox helps us work more productively and focus on salon time, which is the most valuable to our business."

Having the freedom to open files on any device is another major asset to the Wild Beauty team. Wild says, "I travel all the time and have found it extremely helpful to be able to use Dropbox for Business right on my iPhone." And thanks to security features like two-step authentication, his files are always kept safe.

A more lustrous appearance

The ability to instantly pull up hairstyle photos and videos during visits with prospective clients has given Wild Beauty an edge over its competition. Whereas competitive distributors may visit salons with stacks of printed materials, Wild Beauty reps can perform cold calls with only their iPads and Dropbox for Business. Not only does this prevent them from forgetting important info

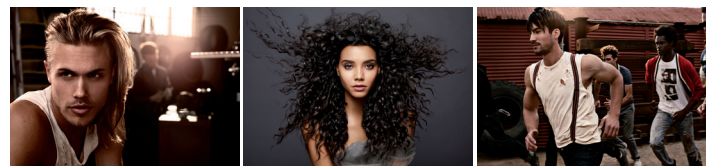
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or having to schedule follow-ups, it allows them to work quickly. "When our reps enter salons, they don't look like they're going to take up a lot of the hairdressers' time," explains Wild. "They just walk in with their iPads and they can access everything they need on Dropbox. Not all of our competitors can do that."

Another essential element of Wild Beauty's competitive lead is the ability to more easily conduct in-salon educational classes. With convenient access to PowerPoint presentations, brochure PDFs, and other digital instructional materials, educators can share their knowledge in a much smoother way. As Wild attests, "Dropbox for Business lets employees get to the right files — right on their mobile devices — without having to think about the software they need to view those files."

Finally, Wild Beauty stays ahead of the game by maintaining a simplified contract-signing process that funnels through Dropbox for Business. Using a PDF-writing app that works directly with Dropbox, sales reps can have customers sign contracts on the spot and instantly share them with staff in the main office via Dropbox. Closing deals has never been such a breeze.



About Dropbox

Dropbox lets you bring your docs, photos, and videos anywhere and share them easily. Keep files up-to-date across multiple devices and stay in sync with your team—effortlessly. Dropbox for Business also offers administrative tools, phone support, and as much space as you need.

To learn more about what Dropbox for Business can do for your organization, please visit www.dropbox.com/business or email us at sales@dropbox.com.