The Lamp Expert in Your Corner

RUNNING a tanning business means wearing a lot of hats. The aspects owners tend to enjoy—building client relationships, growing a culture, helping people look and feel their best—are easy to prioritize. The operational details, like lamp purchasing, compatibility questions, and keeping up with new technology, are often a different story. **For salons that work with Tanning Supplies Unlimited, there's a straightforward solution: Alyssa Turley.**



Turley is TSU's Products and Lamp Specialist with 24 years of tanning industry experience focused exclusively on lamps. "Tanning lamps has been my specialty" the entire time, she says. That singular focus is rare, and for TSU's customers, it is a genuine asset.

A RELATIONSHIP-FIRST APPROACH

For Turley, the goal with every client relationship is uncomplicated: take the complexity off their plate. "My goal is to make things easier for them, as far as ordering, pricing, understanding, so they don't have to know what they're doing," she explains. "I do it for them so they can worry about their business and making money, and I'll help them with the stuff they don't need to worry about."

That philosophy has built lasting loyalty. "We have passionate customers who care about the industry," Turley says. "I have been able to meet so many different people and have built wonderful long-term relationships."

COMPATIBILITY: A COMMON POINT OF CONFUSION

One of the most frequent topics Turley addresses is lamp compatibility—and misinformation on that subject can cost salon owners real money. "Compatibility is a big one," she says, "and people don't necessarily understand that they can use other lamps that are compatible." Many operators assume they are locked into a single brand based on the equipment they own. That is not the case.

TSU maintains compatibility information for every unit, not just the equipment they sell. Salon owners can contact Turley regardless of what units are on their floor and get accurate guidance on which lamps will work, at what price point, and how to order them efficiently—saving owners from costly mistakes or overpaying simply because they didn't know their options.

A STRONG MOMENT FOR NEW SALON OWNERS

Turley has noticed an uptick in new salon owners entering the market, and she sees it as a positive sign for the industry. The learning curve in tanning is real, and having a knowledgeable specialist available to answer compatibility questions, explain lamp technology, and simplify ordering can make a meaningful difference in how quickly a new business finds its footing.

For salons that purchase equipment through TSU, the relationship extends naturally into lamps, lotions, and parts—everything from one place, with one point of contact who knows the account. "When they buy equipment from us, they can also get lotions, lamps, and parts from us, so it makes it easier for them," Turley says.

THE BIGGER PICTURE AT TSU

Turley's approach reflects something broader about how TSU operates. "Everyone at TSU has a strong work ethic," she says. "There is a genuine spirit of cooperation and shared goals all revolving around helping each other and the customer." That internal culture translates directly into the client experience, and it's part of why salons that come to TSU from other suppliers tend to stay.

> "We have gained customers that were purchasing from other places, and that's due to our customer service and our pricing," Turley says. "People value what we can do and the amount of experience with our people. We have some of the best people in the industry."

For Turley personally, the motivation is simple after 24 years: "I have an opportunity every time I speak to a customer to help make a positive impact on their business and life. I like being able to serve someone in a way that is different than any service they have received before."

That combination—deep expertise, genuine relationships, and a clear commitment to making things easier—is what TSU's lamp customers are buying into when they call Alyssa Turley. And for salon owners who have enough on their plates already, that's worth a great deal.

For more information, contact Tanning Supplies Unlimited at 800-569-3911 or **tanningsuppliesunlimited.com**