

CONSULTATION



- Builds trustful relationship...
basis for great experience
- Valorizes stylist's professional expertise
- Allows stylist to identify what guest
wants and needs
- Facilitates sales of add-on services
and take home products

CONSULTATION / DIAGNOSIS CHECKLIST: 5 KEY POINTS!

3



Start consultation sitting opposite the guest..
eye level...face to face



Start with open-ended questions ('what', 'why', 'how')
listen, and rephrase



Inspire the guest with images on digital tools...
Pinterest board.... Trends... Look books

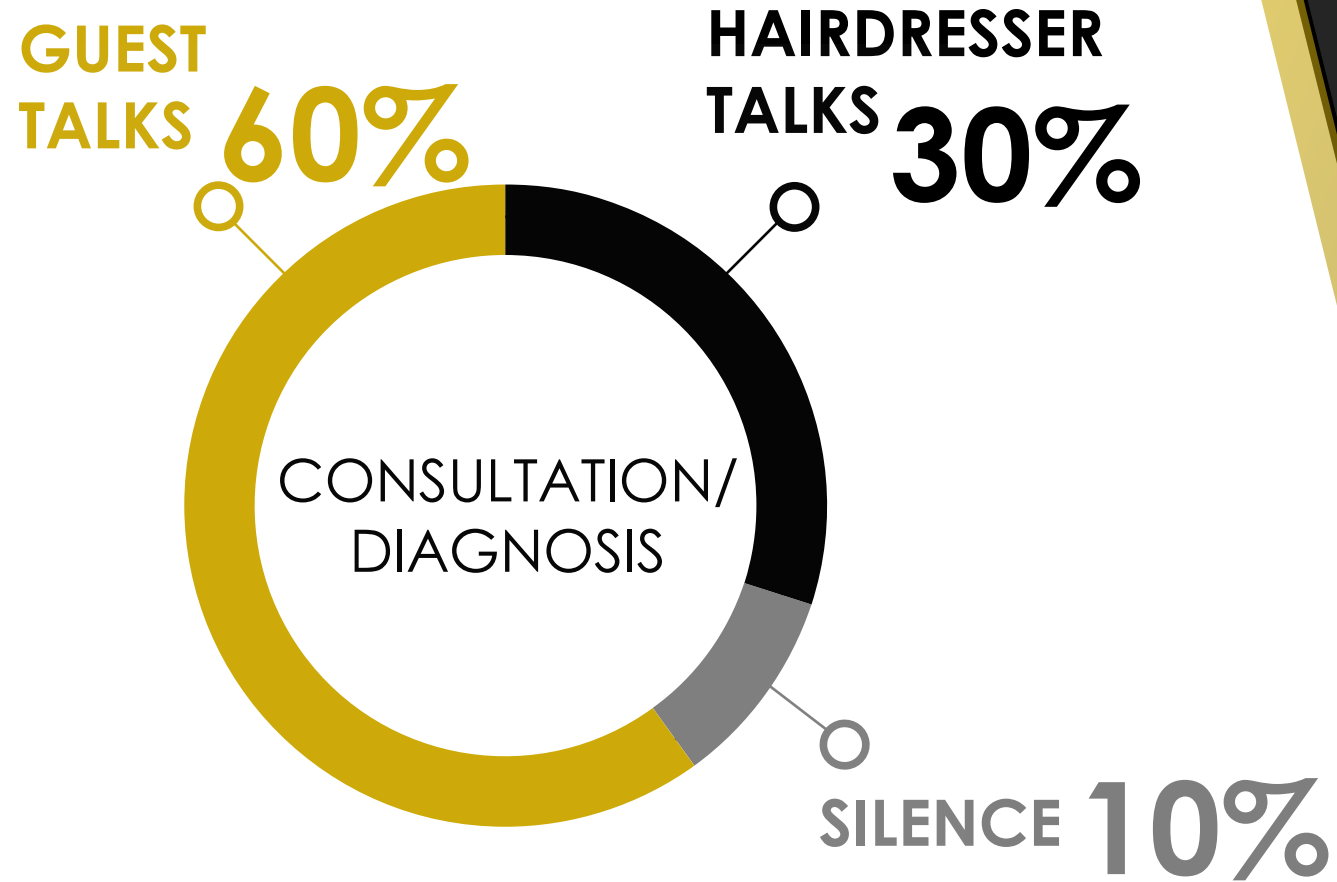


Be clear about time it will take and price



Present products that will be used for the service

CONSULTATION / DIAGNOSIS



*LISTENING
IS KEY!*

CONSULTATION TIPS

Opening Statement

Setting the stage

Open Ended Questions:

'Want' Questions

What do you want that you don't have?

'Have' Questions

What do you have that you don't want?

3C's: 'Cut/Color/Condition'

*Diagnosis for detailed hair service plan...
treatments, addt'l services, take home products*

NEW CLIENT

*Book an extra 10 minutes to
make sure time is set aside for a
full consultation.*

EXISTING CLIENT

*Shorter consultation but occurs with
each visit.*

CONSULTATION TIP #1

Opening Statement

Sitting across from client
Eye level
Face-to-Face

NEW CLIENT

"I want to make sure you'll love your look and be able to maintain it at home. So first I want to ask you a few questions. Would that be ok?"

EXISTING CLIENT

"Let's take a few minutes to talk about your hair and what we want to do today. Sound ok?"

CONSULTATION TIP #2

OPEN ENDED QUESTIONS (What/Why/How)

NEW CLIENT

“Want”???:

What do you love about your hair?

What qualities would you like your hair to have more (or less) of? (Volume, waves)

When was last time you loved your style (or color) the most and why?

What's shortest/longest length you're comfortable with?

If we could change one thing about your hair (or last service), what would it be?

What did you envision for today (cut/color/style)?

How do see yourself ... trendy / professional / casual?

What is your current styling regimen at home? (Time, products)

“Have”???:

What challenges do you have when you style your hair at home?

CONSULTATION TIP #2

OPEN ENDED QUESTIONS (What/Why/How)

EXISTING CLIENT

“Want”???:

What worked great with (cut, style or color) last time?

What are you loving about your hair?

What aren't you loving or would like to change?

What's the shortest/longest length that you're comfortable with? What qualities

“Have”???:

What challenges did you have when you style your hair at home?

CONSULTATION TIP #3

3 C's: CUT
COLOR
CONDITION

Professional Diagnosis

Integrity stress test...

Health of hair?

Cortex/cuticle damage?

Detailed hair service plan...

Treatments

Additional Services

Take home products

CONSULTATION TIP #4

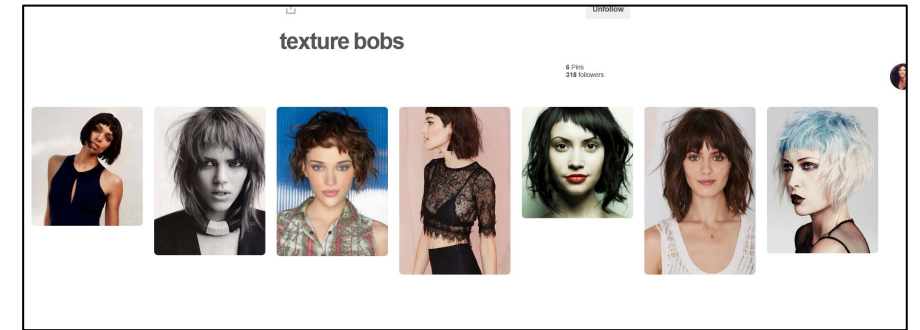
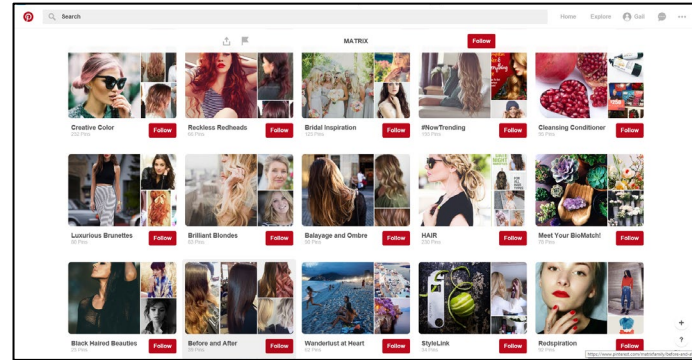
LISTEN
&
REPHRASE

Key to being
aligned!

“Let me see if I’ve got this right?
It sounds like you’re looking for:
a style that will give you
and for your color, you’d like”
Do I have that right?”

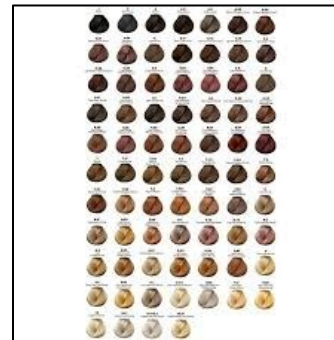
CONSULTATION TIP #5

USE DIGITAL
TOOLS TO
SHOW TRENDS,
COLOR



Pinterest, Look books

CONFIRM
COLOR WITH
SWATCHES



Make sure your 'vision' of color is aligned.
Is your 'mocha' the same as client's vision of mocha?

CONSULTATION TIP #6

OFFER
SUGGESTIONS..

“Now that I understand, may I offer some suggestions?”

BE CLEAR
ON TIME &
PRICE...

“To achieve this, I’d also recommend X service(s) for only an additional \$X, which will take approximately X hours”