

The logo is centered within a white circle. Surrounding the circle are vibrant, abstract paint splashes in shades of blue, yellow, pink, and orange. Some of these splashes feature a white polka-dot pattern. The background of the entire slide is white, with a subtle pattern of light blue polka dots that become more prominent towards the right side.

L'ORÉAL
Professional Products

SUITE
Emotion™

We Care for
More than Hair



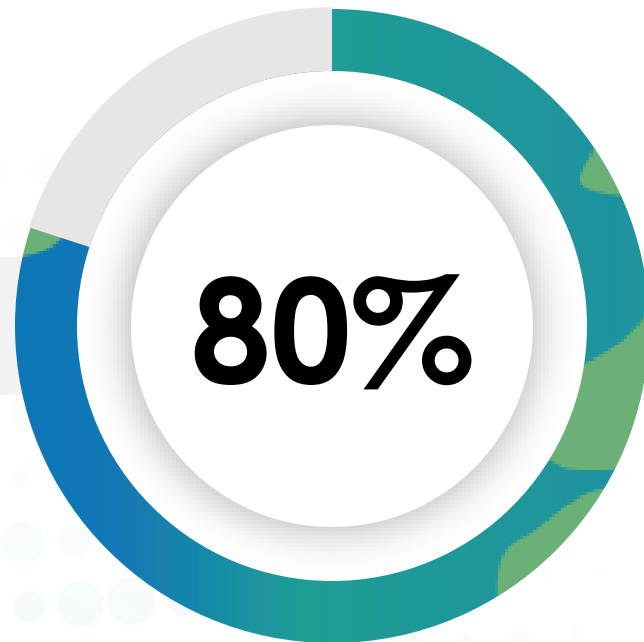
“

What does
amazing service
mean to you
and why?

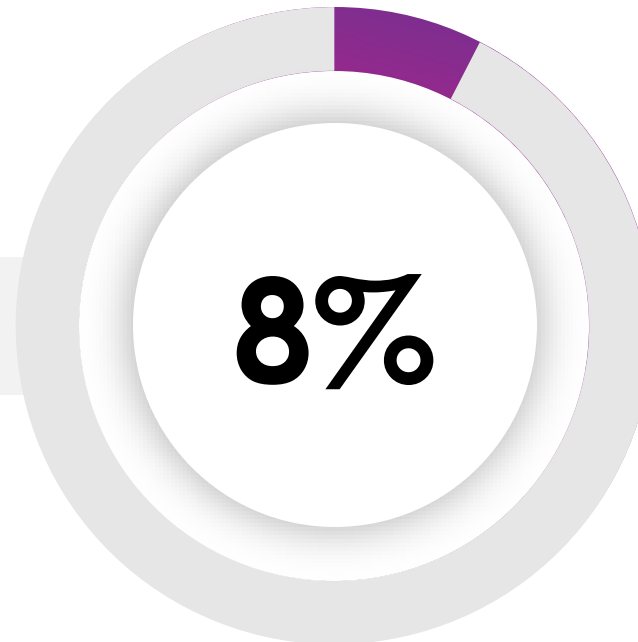
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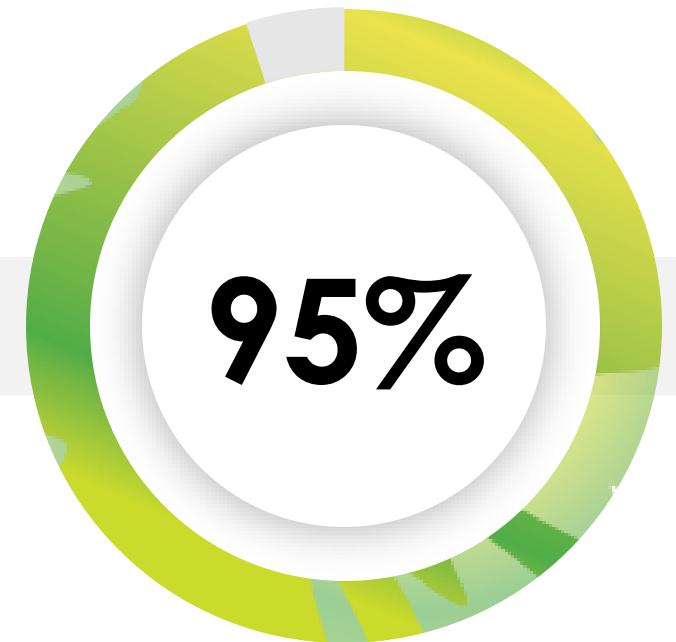
THE IMPORTANCE OF EXPERIENCE



**OF COMPANIES
BELIEVE THEY HAVE
GOOD SERVICE**



**OF CUSTOMERS
AGREE**



**OF CUSTOMERS WHO
EXPERIENCE BAD SERVICE
SHARE IT WITH OTHERS**



SALON VISITS PER YEAR



FEWER SALON VISITS
TODAY vs **8 YEARS AGO**



SALON REALITY

WHAT IS THE
STATE OF OUR
INDUSTRY IN
TODAY'S
ENVIRONMENT?



-7%
**SALON
TRANSACTIONS**



-6%*
RETAIL REVENUE

Source: Kline Data | *Independent Salons





“

In our current environment, **sanitation protocols & cleanliness** are key at each step of the visit

”





“

Experience...

Connection...

Service with Empathy

”



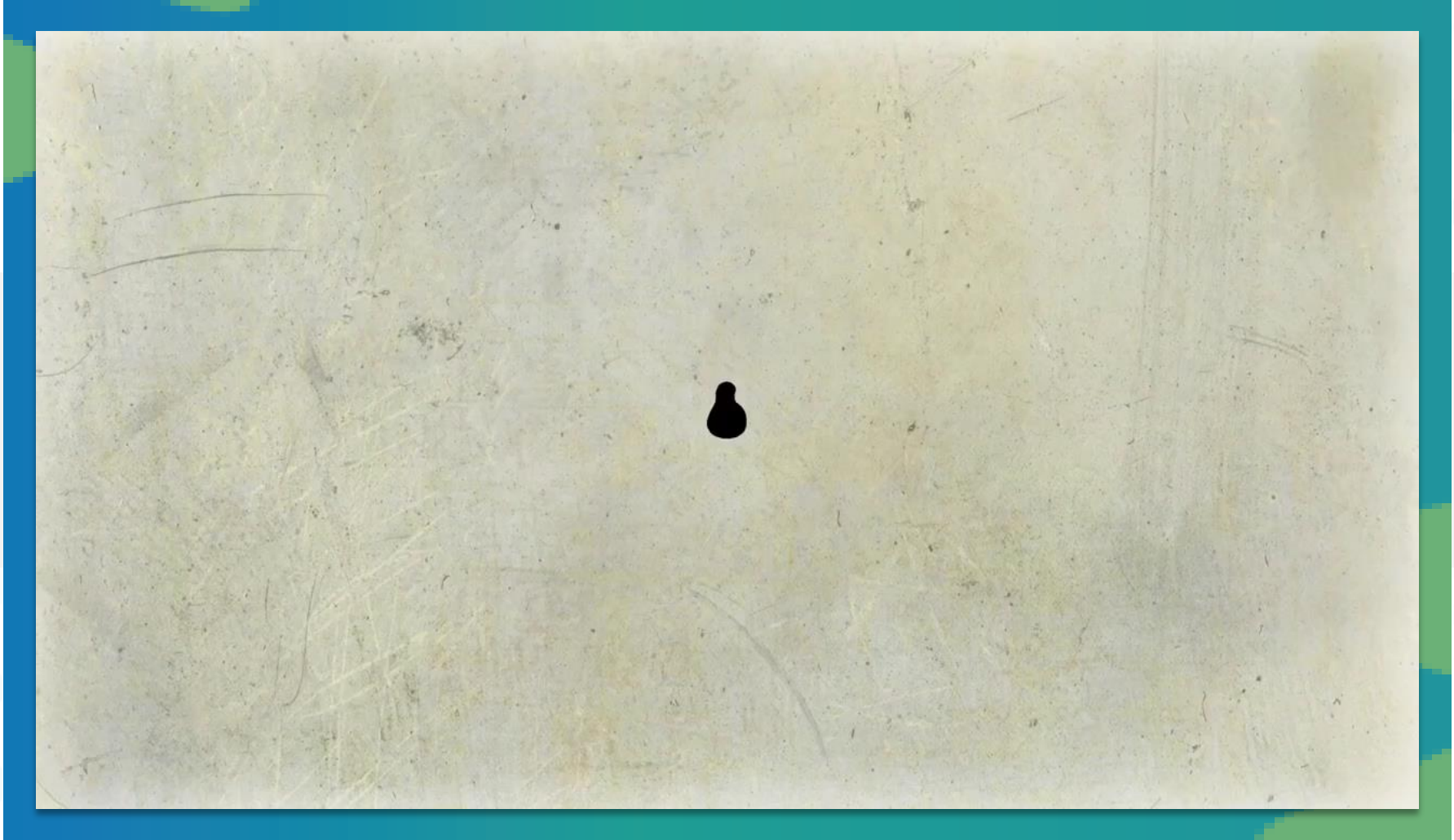


“

What is
EMPATHY?

”





EMPATHY IS...

It's not about
BEING NICE...



It's not about
AGREEING...



It's not about
SYMPATHY...



CUSTOMER NEEDS vs HUMAN NEEDS

MEETING
CUSTOMER
NEEDS =
EXPECTED

Price

Haircare

Colorcare

Styling
Routine

Haircut
Likes / Dislikes

Fragrance Preferences

Skin Tone

Lifecycle

HONORING
HUMAN
NEEDS =
MEMORABLE

Connection

Mutual Respect

Being Heard

Belonging

Understanding

Contribution

Meaning

Love





EMPATHY

THE HUMAN CONNECTION

“

Honoring human
needs builds **TRUST**,
a deeper **CONNECTION**,
and a stronger
RELATIONSHIP

”





“

Understanding
empathy is good;
PRACTICING IT
makes all the
difference

”



EMPATHY: I... YOU... WE...

“I”

WELLNESS / SELF-CARE



“YOU”

OPENNESS



“WE”

COMMITMENT & CONNECTION



‘I’... WELLNESS: DEFINITION



Defined by the level of happiness,
health, stability, purpose, meaning
& fulfillment in one's life



‘I’... SELF-CARE: DEFINITION



Behaviors, activities, and skills used
to take care of our mental,
emotional, and physical health



'I'... WELLNESS / SELF-CARE



SEE THE BEAUTY IN MYSELF
Identify your strengths



RETURN TO CALM & FOCUS
Breathe consciously



HAVE AN ATTITUDE OF GRATITUDE
Look for the positive

CONFIDENCE = INTRA-PERSONAL 'I'



EMPATHY: I... YOU... WE...



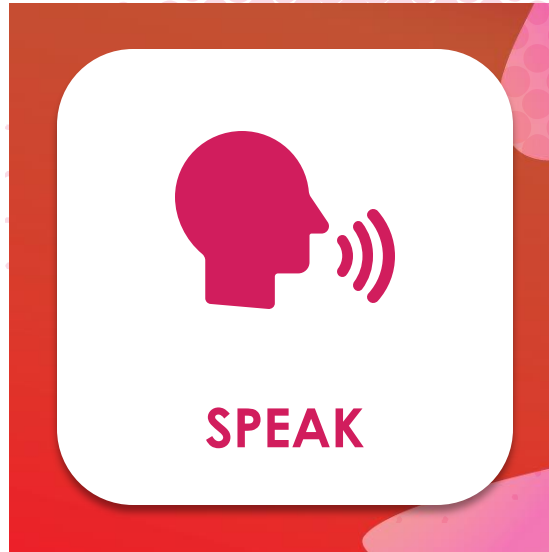
“YOU”
OPENNESS



'YOU'... OPENNESS



LISTEN TO UNDERSTAND
vs listening to respond



RECAP WHAT WAS SAID
What I heard you say...
Did I get it?



FLOW INTO THEIR WORLD
Ask "Connecting" Questions..
Tell Me More

too little =
COLD

OPENNESS: INTER-PERSONAL 'YOU'

too much =
INTRUSIVE



EMPATHY: I... YOU... WE...



“WE”
**COMMITMENT &
CONNECTION**



'WE'... COMMITMENT & CONNECTION



CELEBRATE OUR RELATIONSHIP
Caring / appreciating vs rushing



DISCOVER SOLUTIONS TOGETHER
Brainstorm ideas



HERO YOUR ROLE AS THE PRO
Guide the client

too little =
DO NOT CARE

CONNECTION: MUTUAL 'WE'

too much =
CARE TAKING



EMPATHY: I... YOU... WE...

“I”

WELLNESS / SELF-CARE



“YOU”

OPENNESS



“WE”

COMMITMENT & CONNECTION





EMPATHY IN ACTION

5 GUIDING PRINCIPLES

1

CONNECT SINCERELY

2

TRANSMIT EXPERTISE THAT MATTERS

3

SHOW YOU REALLY CARE

4

INDIVIDUALIZE YOUR ADVICE

5

OFFER SENSORIAL MOMENTS





“

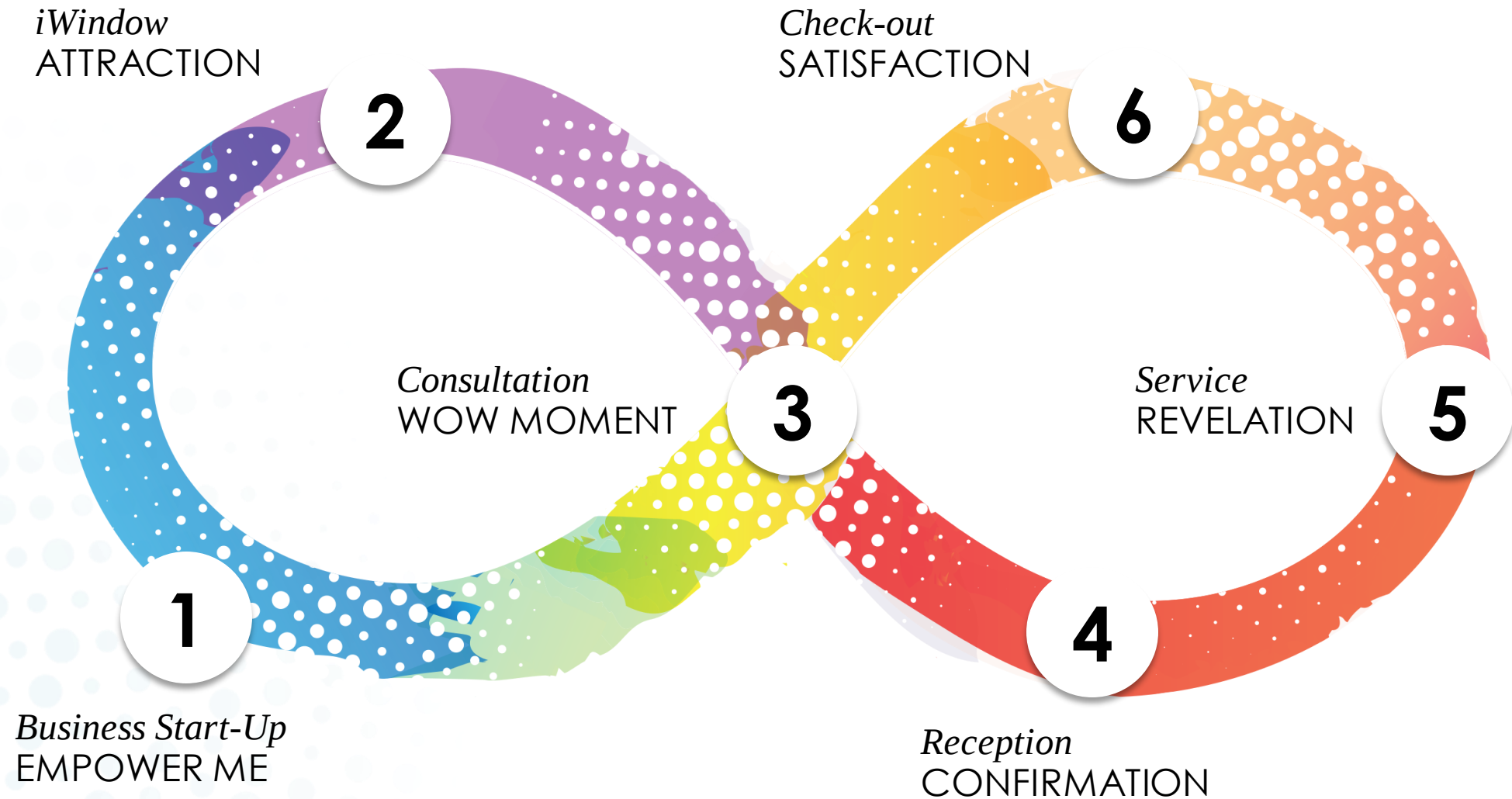
People will forget
what you **said**, people
will forget what you
did, but people will
never forget how you
made them **feel**.

– Maya Angelou

”



THE SUITE EMOTION EXPERIENCE





1

Business Start-Up
EMPOWER ME

10-20%

of clients are lost
when a stylist
moves to a new
salon or suite

YOUR MISSION

Create your brand and
set up your business to
take care of your
existing client base as
well as your new guests

LOREAL
PARIS
SUITE
Emotion

WHO DO YOU WANT TO BE?

1

**ESTABLISH
YOUR
BRAND**

**Strategies
to entice
new
clients**

**Strategies
to keep
existing
clients**



WORK SMARTER, NOT HARDER

1

USE TECHNOLOGY AS YOUR ASSISTANT



RE-BOOKING

(make sure
your system can
accommodate)



BOOKING



CRM



ADVERTISING/ MARKETING



LOYALTY/ GIFT CARD



PAYMENT/ CREDIT CARD PROCESSING



HAIR.COM



KNOW YOUR WORTH!

1

DETERMINE YOUR PRICING STRATEGY



The **operating costs can take up to 80% of revenue**, mostly for rent and labor. The salon owner is part of the workforce in most independently owned salons



Stylists often depend on commissions from their regular clients. These **extra tips make up to 50% of service revenue**. The receptionists can earn commissions for selling a hair or beauty product to a client



The median hourly wage for hairdressers, hairstylists, and cosmetologists **was \$12.54 in May 2019**. For barbers, **it was \$14.50**



DO YOU HAVE WHAT IT TAKES?

1

YOUR OPENING ORDER



How much product do you need to start off with? Here are the tools we have (NUKs, etc.) to help you manage your inventory. Look at Summit tools to help you calculate the optimal amount of inventory



For ongoing professional orders, take prior week order sales; multiply by 10%. For retail flow orders, previous retail orders; multiply by 52%. This will give you the amount of dollars you should spend on your professional and retail orders

<https://timezy.com/hair-salon-statistics/>



2

iWindow ATTRACTION

<30%

of clients are
attracted by salon
windows today

YOUR MISSION

Increase the visibility
of your salon
both online & offline
to attract new clients
and keep in touch
with existing ones



VISIBILITY PROTOCOL

2

PHYSICAL WINDOW

**INVITE PARTICIPATION IN YOUR
CULTURE, REINFORCE INFORMATION
SHARED ON DIGITAL PLATFORMS,
ENGAGE WITH EXISTING &
POTENTIAL CLIENTS**



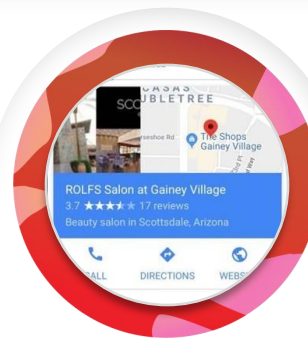
DIGITAL WINDOW

**GROW YOUR BUSINESS, STAY CONNECTED
WITH YOUR CLIENTS & TEAM, PROVIDE UP
TO DATE / RELEVANT INFORMATION**

Google My Business

Social Media

Ratings & Reviews (i.e., Yelp)



WHERE ARE YOU?

2

SETTING UP YOUR PHYSICAL WINDOW

In a suite, your physical window is less about attracting someone walking by. Your physical window is more about making it easy for your incoming clients to find you and not feel lost in the building

INNOVSHOP

IPAD OR MONITOR SHOWING

If there is a waiting area outside of your room, you can also dress your window with digital resources that educate your client about techniques and products you use



Brand looped videos



Your own images



Tutorials on styling with the products you love



WHAT IS SEARCH ENGINE OPTIMIZATION?

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

Basically, how do you build a consistent message that speaks to your client base and then link it to every “page” you own. This can get very technical – what’s important is that you know what it is and why it’s important. We have companies that we partner with to help you in this process. For now – here’s what you can do:

ALIGN
your content
with search
intent

WRITE
a compelling
title tag and
description

OPTIMIZE
your
images

GOOGLE MY BUSINESS

2

THE NEW STANDARD IN BUSINESS VISIBILITY

Let's face it – if your business is not listed on Google, it might as well not be listed anywhere. But these days, it's not just about claiming your business page; Google has developed its technology to the point that you can use your page as a mini website complete with a "book now" button for online booking. Let's take a look at the **top 13 best practices for your Google Page**

- 1 Claim your Business Profile
- 2 Complete every section of your Google My Business account
- 3 Be meticulous with contact information
- 4 Select primary and secondary categories
- 5 Mark off applicable attributes
- 6 Write a complete "from the business" description
- 7 Publish Google posts weekly
- 8 Upload new photos weekly
- 9 Answer questions
- 10 Collect and respond to reviews
- 11 Add your products and / or services
- 12 Set up messaging
- 13 Maintain your Business Profile



SOCIAL MEDIA

2



SPECIFICALLY: **INSTAGRAM**
IMAGES ARE **QUEEN...**
BUT CONTENT IS **KING!**



2 IN 3 BUSINESS PROFILE VISITS
ARE FROM PEOPLE WHO DON'T
FOLLOW THEM YET

IG BEST PRACTICES

- Post consistently (1-2 posts per day)
- Don't over-post
- Only post quality content that makes sense for your brand
- Tell stories
- Know your brand
- Be visually consistent
- Be choosy with hashtags
- Take advantage of user-generated content
- Use stories for lighter content
- Use Instagram to boost your website traffic
- Apply SEO to your IG strategy
- Be selective with micro-influencers
- Explore IG advertising
- Maintain your brand's voice across all content
- Engage in the comments

BRINGING IT ALL TOGETHER

2



ANALYZE YOUR DATA FOR GROWTH

Analyzing your results is important so that you know if what you are doing is working. However, you can get lost in the amount of data that you will soon find is available to you.



**ANALYZATION
TOOLS**



**ANALYZATION
CLASSES**





3

Consultation WOW MOMENT

YOUR MISSION

Take time to listen
to your client's needs
& advise them
accordingly

Only
1 in 5 GUESTS

leave with product!
Why??? Because
nothing was
recommended!

97%

of hairdressers
do a consultation
yet only **7%**
of clients
agree!

LISTENING

3



90% OF SALES HAPPEN AT THIS STEP

CONNECT WITH ME: PROTOCOL

3



How & why to begin the retail conversation now

Creating a clear plan

Connecting communication

Better questions lead to better answers...



TIME IS MONEY!

3

USE TECHNOLOGY TO SPEED UP YOUR TIME

Digital consultations are not a future concept – they are happening now! By doing digital consultations upfront, not only will you save time but you will set up you and your guest for success. In addition, **clients are less likely to cancel their appointment with you if you've already spoken to them about their services.** Here are some consultation best practices:



DON'T FORGET

Set aside time every day to do virtual consultations. Do consultation one week prior to appt using SnapSnip, FaceTime, Zoom, etc. – build them in to your schedule allow at least 15 minutes



CREATE YOUR OWN EXPERIENCE

3



**CONSULTATION
CORE RITUALS**



**PROFESSIONAL
TOOLS**



**SENSORIAL
RITUAL**



**BEFORE / AFTER
SELFIE**



**CURATED
FOR YOU
PRODUCT TRAY**

LEVEL
LOYALTY REWARDS



**CONSULTATION
APPS / TABLET**

LEVEL
LOYALTY REWARDS

MUST HAVE

\$



A man with a beard and a woman with blonde hair are shaking hands in a modern office. The man is wearing a black t-shirt and has a tattoo on his left arm. The woman is wearing a black dress. They are standing in front of a large window that looks out onto a city. There is a mannequin in a white dress in the background.

4

Reception CONFIRMATION

68%

**feel anxious
walking in for
the first time**

YOUR MISSION

Welcome your
clients as soon as
they arrive in a
personalized
way

DON'T LET THEM SEE YOU SWEAT!

4



× × × ×
TODAY'S
PREPARATION
DETERMINES TOMORROW'S
ACHIEVEMENT

PREPARATION IS KEY

- ✓ Make sure you have the **PRODUCTS** you need for the service
- ✓ **PRE-PACKAGE** retail items discussed during digital consultation
- ✓ Make sure your suite is clean and sanitized – **LEVEL** sanitation products
- ✓ **A LA CARTE MENU** – add-on services
- ✓ Cross **PROMOTE** with any other suite partners



WELCOME ME: PROTOCOL

4



What is it to 'bookend' an experience?

Reinforce all relevant information

The first 'call to action...'

'We're in the **relationship** business...'



WHEN YOUR CLIENT ARRIVES

4

SURPRISE AND DELIGHT

If you are allowed have a couch or chair outside of your room or use the reception area in the front of the salon. Based on current situation – you may need to have your client call when they arrive and wait in a designated area (i.e., car). This should be discussed during the digital consultation

**Protocol
friendly
welcome**

**Offer drink/
snack**

**Confirm
services/
retail discussed
during digital
consultation**



CREATE YOUR OWN EXPERIENCE

4



**WELCOME
CORE RITUALS**

MUST HAVE



**WELCOME
DRINK**



**COMPLIMENTARY/
SIGNATURE
SNACKS**

\$



**HAIRSTYLE
TREND BOARDS**

\$\$





5

Service REVELATION

YOUR MISSION

Share your expertise with your guest. Let your guest know what products you are using and how to re-create their look at home

The **SERVICE**

part is sometimes seen as a worrying and uncomfortable moment

87%

of salon guests say having their hair shampooed is their favorite moment of the visit

70%

say they won't go back if they don't enjoy it

YOU ARE THE EXPERT

5

WORK YOUR MAGIC

1. Connect with your clients
2. You are the professional
3. Check in regularly
4. Talk about the products

Suggest Add-on Services
to customize and
enhance their
experience



CONTINUE THE RETAIL THREAD

5

AT HOME RITUALS

Explain the products you've used and why. You can't be there every day but you can teach them how to re-create what you have done. After all, the best advertising is a well styled look for the next 30 – 60 days

STYLING VIDEOS
PLAYING ON A
DIGITAL TOOL

SHOWCASE
YOUR WORK ON
DIGITAL TOOL

BEFORES
AND AFTERS –
make sure your
client is OK
with posting
their image

**Make sure you get an IG-worthy photo for your content calendar.
Your clients will love their own personal model moment!**

TOOLS

- iPad or other tablet for showcasing images
- Ring light – could be as simple as a phone attachment
- Small back drop (or designate one plain wall to use) – make sure it is not too busy with any patterns or designs
- Image release form



REVEAL ME: PROTOCOL

5



You're the **professional!!!**

Continuing the retail thread

Being **interested** rather than **interesting**



CREATE YOUR OWN EXPERIENCE

5



**CUT, COLOR
& STYLING
CORE RITUALS**



**SHOW PRODUCTS
USED FOR
THE VISIT**



**COMFORTABLE
SERVICE AREA**

LEVEL
LOYALTY REWARDS



**PHONE HOLDER
PHONE
CHARGER
BAG HOLDER...**



**ENHANCED
BRANDING
& IMAGERY**

LEVEL
LOYALTY REWARDS

MUST HAVE

\$

\$\$





6

Check Out SATISFACTION

YOUR MISSION

Take time for a proper check out, book the next visit, and strengthen the relationship with your clients

51%
of women feel
rushed by
the stylist

FINISH AS STRONG AS YOU BEGAN

6

AIM FOR
5 STARS
★★★★★

Check with
your client
to make sure
they are
satisfied

Show
gratitude by
making them
feel as special
as when they
arrived

Thank
them for their
business



LET THEM KNOW YOU CARE: FOLLOW UP

6

**PRE-BOOK
NEXT
APPOINTMENT**

**LOYALTY
PROGRAM**

Make sure they
are enrolled and
know what they
are getting

**ASK FOR
REFERRALS**

**ASK THEM
TO POST
AND
TAG YOU**

**YELP / GOOGLE
REVIEW**



CARE FOR ME: PROTOCOL

6



Finishing as strong as you began

Bookending an experience

Solidifying the rebook

Attitude of gratitude



CREATE YOUR OWN EXPERIENCE

6



**CHECKOUT
CORE RITUAL**

MUST HAVE



EMAILS, CRM



**SHOPPING
BAGS**



**LOYALTY
PROGRAM**



**PRODUCT
SAMPLES**



**SMART
REBOOKING**

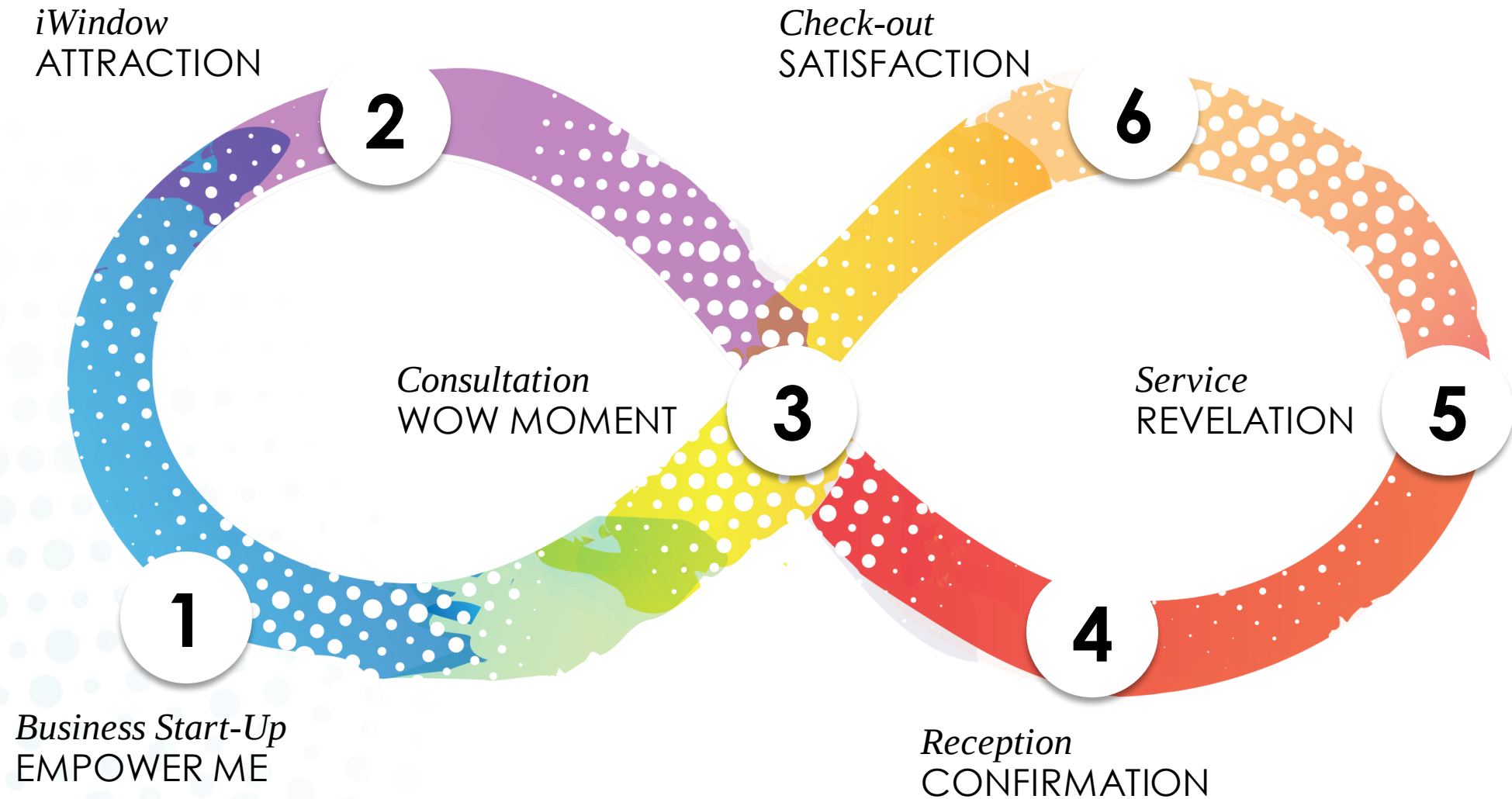
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THE SUITE EMOTION EXPERIENCE



NEXT STEPS...IT'S UP TO YOU!



“

Tomorrow
(or today!)

in the suite, I will...

”





Join The Community
& Share Your
SALON EMOTION
Stories!

IG @salonemotion.official

#salonemotionus





L'ORÉAL
Professional Products

SUITE
*Emotion*TM

Thank You
