



BEAUTY & TRAINING



CLIENT CARE & PROCEDURES



Introductions

- Have an open, confident expression.
- Smile and make eye contact.
- Greet clients by their name, then introduce yourself.
- Make polite, light conversation to build a good relationship which helps put you and the client at ease.

Verbal Communication



- Clear
- To the point & simple
- Easily understood
- Spoken in a friendly manner

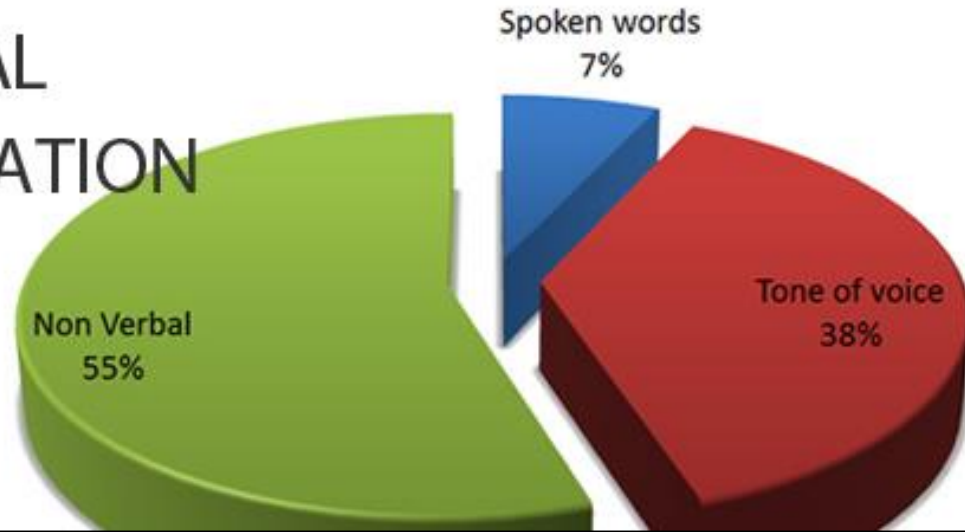


Non-Verbal Communication

Another term for Body Language

- Facial Expressions
- Gestures & body movements
- Posture

NON VERBAL COMMUNICATION

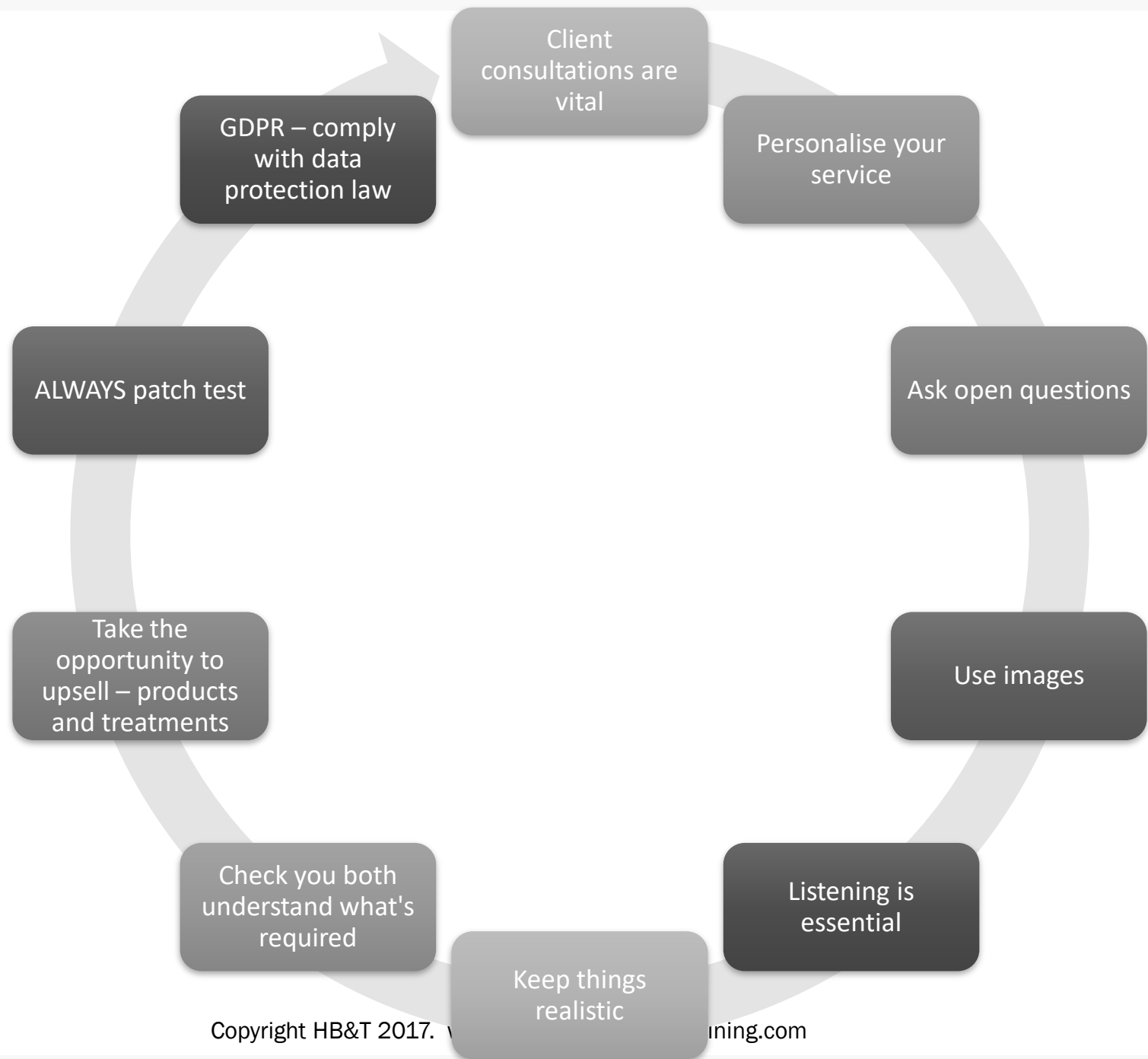


HOW WE REALLY COMMUNICATE

CLIENT CONSULTATION

- Whether you have a new client or one that's been coming to you for years, always carry out a full consultation at the start of the appointment.
- A longstanding client may have had the same beauty treatment for years but don't assume they'll want the 'same again' each time they visit. Similarly, a new client will welcome a detailed consultation as this will make them feel valued as an individual rather than feeling like just another client.





Conversation starters

- Have you been here before, how did you hear about us?
- Do you have regular treatments, have you tried...?
- Which treatments have you had?
- Is the treatment for a special occasion?
- The client may want to just relax and not chat, so if they are quiet, only discuss what is necessary.



Client care

- Welcome your client in and show them where to place their belongings*
- Ask client to sit to complete and sign a consultation form
- Ensure your clients comfort throughout, confirm they are warm/ cool enough.
- Always protect clothing with couch roll/towels
- Have access to fresh drinking water and a bathroom
- Ask them to remove glasses/contact lenses/jewellery/clothing as necessary.

**COVID-19: Wash & sanitise hands and wear a face mask.*





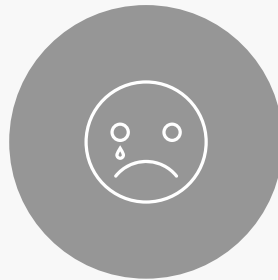
Making appointments

- Date & time required
- Which treatment(s)
- Confirm cost
- Take contact details
- Confirm any treatment requirement (patch test, clothing etc)
- Take deposit if large value
- Contact client 24/48 hrs before to confirm booking.

Client aftercare advice



ADVICE HELPS TO
MAINTAIN TREATMENT
RESULTS



PREVENTS CONTRA-
ACTIONS



GIVES AN OPPORTUNITY
TO ASK QUESTIONS

Special Offers For Special Clients

- Do you have clients that are particularly reliable? Why not reward your beauty salon customers with special offers to show them how much they mean to you.
- Offer them a stamp card that means they'll get their 6th treatment for free.
- Give a discount on particular products from your salon.
- Money off their next treatment if they refer your services to a friend.
- Everyone loves a discount and with so many other salons that your clients could take their business to, it's important to make sure your clients know how much you value them and their service, in order to make sure they'll come back again soon.



Go Above and Beyond

Think about extra gestures you can do for your clients:



- Lighting, music & scent of the room
- Refreshments
- An extra massage while a mask is on
- Invest in a loyalty program
- Have samples available
- Slippers and a robe
- Offer an umbrella for the walk home
- Ask for a review online and maybe even personal recommendations as well
- This might seem like a big effort in the moment, but it'll be worth it in the long run