

# INCREASE THE NUMBER OF CLIENTS YOU SERVE

## Attract — Maximize — Retain

ALWAYS PROSPECT = BUILD YOUR BOOK BY GETTING OUT AND RECRUITING CLIENTS



### IT'S YOUR STAGE! 24/7

- SELL YOURSELF.
- SELL YOUR SERVICES.
- PAINT A GREAT PICTURE.



### HAVE A DEFINING STATEMENT

"I'M A HAIRDRESSER SPECIALIZING IN ..."

- \* BE PROUD!
- \* BE A SPECIALIST.
- \* BE KNOWN FOR DOING SOMETHING REALLY WELL.
- \* TELL PEOPLE WHAT YOU ARE REALLY GOOD AT.
- \* PRACTICE AND GET GOOD.

BUILD YOUR BOOK FROM YOUR REPUTATION, NOT JUST THE SALON OR SCHOOL'S REPUTATION.



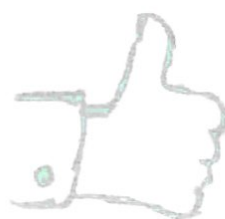
USE EVERY OPPORTUNITY TO TELL PEOPLE WHAT YOU DO AND WHAT YOU DO REALLY WELL.

### NETWORK

- ▶ GET OUT AND MEET PEOPLE.
- ▶ TALK ABOUT THEIR HAIR.
- ▶ SPEAK IN FRONT OF GROUPS.
- ▶ OFFER TO DO MAKEOVERS.
- ▶ DO FREE HAIRCUTS, FACIALS, COLORS, ETC.
- ▶ PROVIDE MAKEOVERS FOR EVENTS - (CHARITIES, GROUPS, CHURCHES).

### GET SOCIAL

- \* USE SOCIAL MEDIA TO BUILD YOUR BOOK.
- \* TELL THEM WHAT YOU ARE DOING.
- \* BUILD A FOLLOWING & CLIENT DEMAND.
- \* SHOW OFF YOUR WORK.



### ALWAYS, ALWAYS, ALWAYS HAVE YOUR BUSINESS CARDS WITH YOU

- HAND THEM OUT.
- CONNECT WITH PEOPLE.
- WHO DO YOU KNOW: FRIENDS, FAMILY, ACQUAINTANCES? (CALL THEM AND SEND THEM A CARD!)



### GIVE PEOPLE SOMETHING TO TALK ABOUT



### HAND YOUR CARD TO INFLUENTIALS

- ➡ ANYONE WHO SEES A BUNCH OF PEOPLE, SUCH AS WAITRESSES, BARTENDERS, BARISTAS OR PEOPLE WHO WORK AT CLOTHING STORES, BOOK STORES AND ANY RETAIL STORES.
- ➡ IF YOU CAN DO IT FOR FREE, DO IT!

IF YOU DON'T ASK, YOU DON'T GET! GET OUT THERE. DON'T WAIT FOR THE BUSY BUS TO STOP IN FRONT OF THE SALON!

# CLIENT RETENTION

## PRO TOOLS

### Attract - Manage

CLIENT RETENTION : KEEP THE CLIENT COMING BACK



IT'S 20 TIMES EASIER TO RETAIN AN EXISTING CLIENT THAN TO RECRUIT A NEW ONE



#### FOCUS

- \* SMILE, MAKE EYE CONTACT.
- \* MENTION CLIENT'S NAME 3 TIMES.
- \* BE CONSISTENT.
- \* LOOK GREAT - HAIR, MAKEUP, CLOTHES.
- \* KEEP YOUR STATION CLEAN.

#### MANAGE THE CLIENT'S EXPERIENCE

- ▷ HAVE A WARM WELCOME.
- ▷ GIVE A GREAT CONSULTATION.
- ▷ DO AN AMAZING SHAMPOO.
- ▷ PROVIDE A GREAT SERVICE.
- ▷ DELIVER CONSISTENT SERVICE.
- ▷ STYLE WITH KNOWLEDGE.
- ▷ LISTEN MORE THAN YOU TALK.
- ▷ ADD VALUE.
- ▷ FINISH STRONG - TEACH THE CLIENT.
- ▷ THANK THE CLIENT.
- ▷ OFFER A FOND FAREWELL.

HELLO!



THANK YOU!

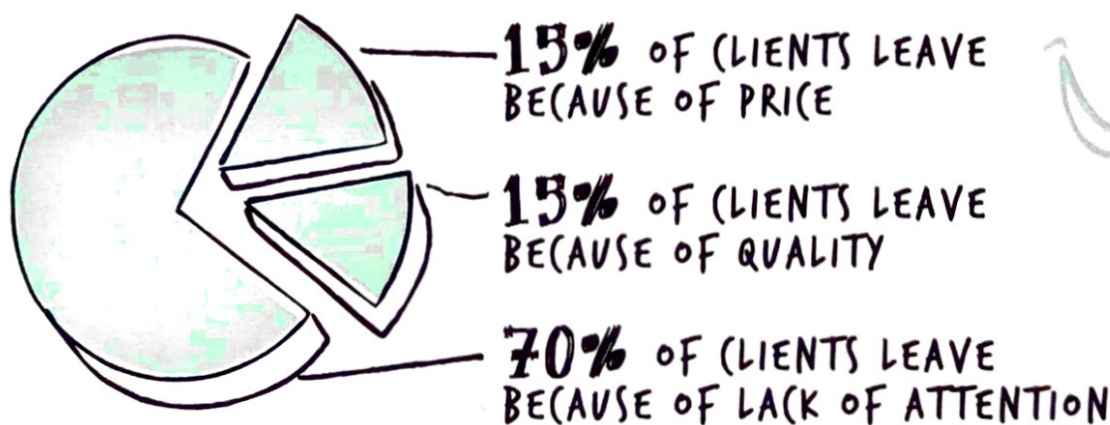
#1 GOAL → KEEP THE CLIENT COMING BACK

#### BE RELIABLE

- >> SHOW UP - DON'T MISS WORK.
- >> COME IN EARLY, STAY LATE.
- >> GO BEYOND THE CALL OF DUTY FOR YOUR CLIENT.



BE FRIENDLY,  
BE NICE, LISTEN, SAY  
PLEASE & THANK YOU



SMILE A LOT!

WOW THEM!

#### WHATEVER IT TAKES!

COME EARLY, STAY LATE. YOU'LL MAKE MORE MONEY = BETTER LIFE

#### PAY ATTENTION & ACT INTERESTED

BE THE KIND OF PERSON PEOPLE LOOK FORWARD TO SEEING

#### BE POSITIVE! DON'T FORGET

"THE CLIENT IS ALWAYS RIGHT" EVEN WHEN THEY ARE WRONG



# YOUR MIND-SET

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## PRO TOOLS

### Attract — Maximize — Retain

## THIS IS MY LIFE IS YOUR GLASS HALF EMPTY OR HALF FULL?

**FIXED MIND-SET:**  
NEVER FULLY ARRIVES AT SUCCESS  
DUE TO STINKIN' THINKIN'

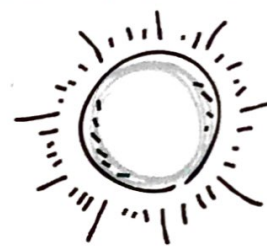


EMPTY!



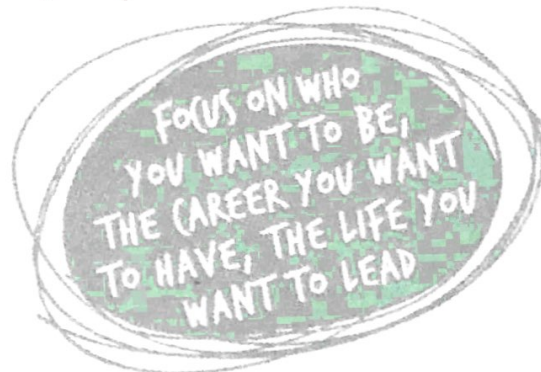
FULL!

**GROWTH MIND-SET:**  
ARRIVES AT SUCCESS AS A BYPRODUCT  
OF DOING WHAT YOU LOVE



### YOU CAN DO IT!

CHANGE THE WAY YOU THINK!



I CAN'T  
 I'LL LOOK DUMB  
 I'M NOT GOOD AT IT  
 I QUIT  
 I DON'T WANT TO TRY IT  
 I CAN'T DO IT  
 I'M IN A BAD MOOD  
 I DON'T WANT TO FAIL  
 I DON'T LIKE IT  
 I DON'T FEEL GOOD  
 MY EGO IS IN THE WAY  
 IT'S HIS, HER, THEIR FAULT  
 I DON'T HAVE THE ABILITY  
 I'M UPSET  
 I'M NOT SMART ENOUGH  
 I'LL NEVER CHANGE  
 I'M NOT GOOD  
 I'M HAVING A BAD DAY  
 I'M ALWAYS LATE  
 I DON'T HAVE ANY NATURAL TALENT  
 No  
 I ALWAYS LOOK AT THE BAD  
 I'M NEGATIVE  
 I FOCUS ON WHAT'S WRONG  
 I THINK ABOUT WHAT I'M GETTING

I'LL TRY  
 I MAY FAIL  
 I'LL GIVE IT MY BEST  
 I'LL SEE IT THROUGH  
 I'LL GIVE IT A SHOT  
 I'LL PRACTICE  
 I'LL SMILE AND CHANGE IT  
 I'M OK IF IT DOESN'T WORK OUT  
 I COULD LEARN TO LIKE IT IN TIME  
 I'M NOT GOING TO THINK ABOUT IT  
 THIS COULD BE FUN  
 I'LL TAKE OWNERSHIP OF THAT  
 IT'S ALL ABOUT MY EFFORT  
 CALM DOWN  
 I COULD LEARN  
 I CAN CHANGE A LITTLE EVERY DAY  
 I'LL PRACTICE  
 MY DAY WILL GET BETTER  
 LEAVE EARLIER  
 IF I WORK HARD I WILL GET BETTER  
 OK, MAYBE, YES  
 LOOK AT THE GOOD  
 SMILE, BE POSITIVE  
 FOCUS ON WHAT'S RIGHT  
 I THINK ABOUT WHAT I'M BECOMING

SUCCESSFUL PEOPLE DO  
THE THINGS UNSUCCESSFUL PEOPLE  
DON'T WANT TO DO

IF YOU THINK YOU CAN  
OR IF YOU THINK YOU CAN'T...  
YOU'RE RIGHT!

SMILE!



# REFERRALS

ATTRACTING MORE CLIENTS

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PRO TOOLS

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WORD-OF-MOUTH ADVERTISING IS THE ONLY KIND OF ADVERTISING



**REFERRAL:** A NEW CLIENT REFERRAL TO YOU BY OTHER CLIENTS



## AUTHENTICITY

- ABCS
- "A"** ASK YOUR CLIENT TO REFER THEIR FRIENDS AND FAMILY.
  - "B"** KEEP TRACK OF REFERRALS.
  - "C"** THANK THEM FOR THEIR REFERRAL.

→ "YOU HAVE TO GO TO MARY TO GET YOUR HAIR CUT! SHE'S GREAT AND NICE, AND SHE LISTENS."

→ A PERSONAL RECOMMENDATION IS 50 TIMES MORE BELIEVABLE THAN TV, PRINT AND RADIO ADVERTISING.

50X

→ MAKE IT A POINT TO ASK EVERY CLIENT TO SEND SOMEONE IN.

MAKE MORE \$\$\$ = HAVE A BETTER LIFE.

→ 2 REFERRALS A WEEK IS 100 NEW CLIENTS A YEAR = 1,000'S OF DOLLARS!!!!

**MOST PEOPLE WILL DO WHAT YOU ASK OF THEM**

PRACTICE, PRACTICE, PRACTICE!

## SCRIPT

"MARY, I LOVE YOUR HAIR AND REALLY ENJOY OUR TIME TOGETHER. I WOULD LOVE TO BUILD MY BUSINESS WITH PEOPLE JUST LIKE YOU AND WANT TO ASK IF YOU WOULD RECOMMEND ME TO YOUR FAMILY, FRIENDS, NEIGHBORS AND ANYBODY YOU KNOW WHO IS LIKE YOU."

→ 75% OF YOUR CLIENTS WILL COME FROM YOUR EXISTING CLIENTS

**ONE BY ONE, INCH BY INCH, IT'S A CINCH!**



## FOCUS



WHERE YOU PUT YOUR FOCUS IS WHERE YOU'LL GET YOUR RESULTS.


## LEVERAGE YOUR TIME



20 CLIENTS REFERRING 20 CLIENTS =  
40 CLIENTS REFERRING 40 CLIENTS =  
80 CLIENTS REFERRING 80 CLIENTS...

# PREBOOKING

Attract – Maximize – Retain

**IT'S PROVEN!**   
CLIENTS WHO PREBOOK COME IN  
**3-4 TIMES MORE** A YEAR!

THIS MEANS:

- ▶ YOUR BOOKS FILLED FASTER
- ▶ MORE APPOINTMENTS
- ▶ INCREASED LOYALTY
- ▶ INCREASED CLIENT RETENTION
- ▶ HIGHER PROFITS
- ▶ MORE MONEY
- ▶ BETTER LIFE



**#1 GOAL BRING THE CLIENT BACK**

- MORE CLIENTS, MORE OFTEN
- MORE OFTEN, MORE SALES
- MORE SALES, MORE MONEY



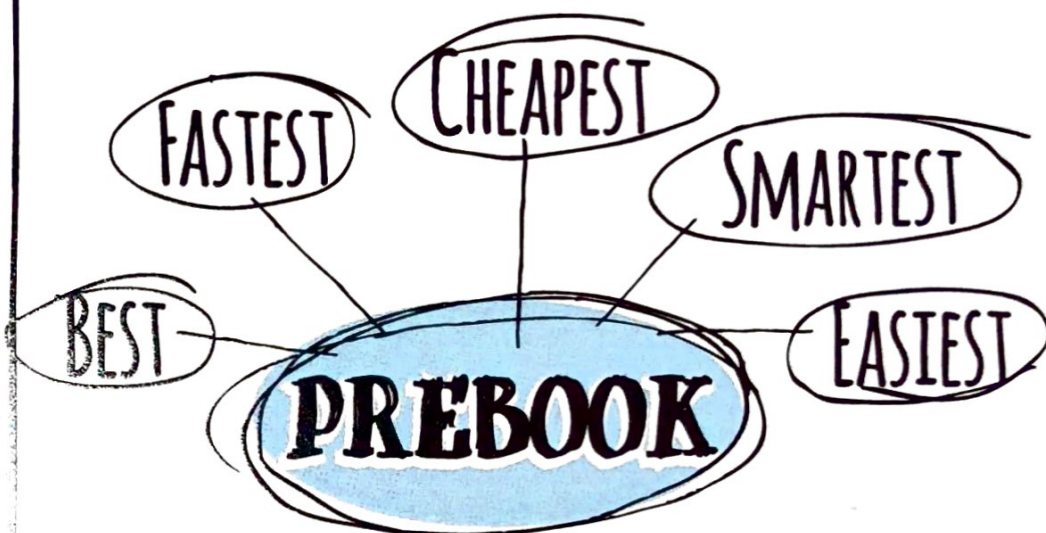
DOCTORS DO IT; TRAINERS DO IT;  
DENTISTS DO IT – **SO SHOULD YOU!**



"I SHOULD HAVE BEEN IN TWO WEEKS AGO!"

"MY ROOTS ARE REALLY SHOWING!" 

"I CALLED LAST MINUTE AND COULDN'T GET IN!"



**THE BEST WAY TO SECURE YOUR FINANCIAL FUTURE**



IS BY PREBOOKING THE CLIENT BEFORE THEY LEAVE THE SALON OR SPA.

**YOU CAN DO IT!**



## SCRIPT

" NAME, I'D LIKE TO SEE YOU AGAIN IN ABOUT FIVE WEEKS TO MAINTAIN YOUR STYLE. FIVE WEEKS FROM TODAY PUTS US INTO MONTH. WE CAN KEEP YOU ON THE SAME DAY IF THAT WORKS FOR YOU. WOULD YOU LIKE MORNINGS OR AFTERNOONS? "

## SHOW ME THE NUMBERS ###

200 CLIENTS X 6 VISITS/YEAR = 1,200 VISITS TOTAL  
 1,200 VISITS X \$50 AVG. TICKET = \$60,000 TOTAL SALES/YEAR

VS.

200 CLIENTS X 9 VISITS/YEAR = 1,800 VISITS TOTAL  
 1,800 VISITS X \$50 AVG. TICKET = \$90,000 TOTAL SALES/YEAR

## THE PLAN – 4 STEPS

- 1 WRITE OUT THE SCRIPT AND MEMORIZE IT.
- 2 PRACTICE IT 3 MINUTES A DAY FOR 30 DAYS.
- 3 HAVE IT BECOME SECOND NATURE.
- 4 LOOK AT A CALENDAR EVERY MORNING & HAVE AN IDEA OF DATES 4-8 WEEKS AWAY.

**\$30,000 MORE BY PREBOOKING! WIN!**

# RETAIL SALES

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PRO TOOLS

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## WHY RETAIL?

- MOST PROFITABLE PART OF THE BUSINESS
- BONDS BETWEEN APPOINTMENTS
- BUILDS CLIENT LOYALTY
- MAINTAINS CLIENT'S LOOK
- BUILDS CONFIDENCE
- IS PROFESSIONAL
- MAKES MORE CASH
- BUILDS A BETTER LIFE



## TELL, DON'T SELL

82% OF CLIENTS DON'T BUY BECAUSE THEIR STYLIST DIDN'T MENTION THE PRODUCTS.

USE PRODUCTS TO SOLVE PROBLEMS: TOO FLAT, TOO FRIZZY, TOO DRY, TOO DULL, TOO BRITTLE.

USE THE PRODUCTS YOU SELL.

KNOW THE PRODUCTS INSIDE AND OUT.

SELL THE SIZZLE — WHAT IT DOES IS MORE IMPORTANT THAN WHAT IT IS!!!



## 5 OPPORTUNITIES TO TELL

- 1 DURING THE CONSULTATION
- 2 DURING SHAMPOOING & CONDITIONING
- 3 BEFORE BLOW-DRYING
- 4 AFTER BLOW-DRYING (TEXTURIZING)
- 5 LAST STOP: FINISHING SPRAY

## EXAMPLE GOALS

\$ PER CLIENT = \$8 PER CLIENT

% OF RETAIL TO SERVICE = 20% OF TOTAL SALES IS IN RETAIL

% OF CLIENTS BUYING = 20%, 2 OUT OF 10 CLIENTS

# USE-TELL-RECOMMEND

STRATEGY: WHAT, WHERE, WHY, WHEN, HOW AND TELL THEM WHAT YOU LOVE ABOUT THE PRODUCTS



- TALK ABOUT THE PRODUCTS.
- HAND THEM THE PRODUCTS — GIVE OWNERSHIP.
- GIVE TESTIMONIALS ABOUT THE PRODUCTS.
- WALK YOUR GUEST TO THE FRONT DESK.
- PICK 3 PRODUCTS — NOT 2 OR 4, BUT 3.
- SAY "THESE ARE THE PRODUCTS I USED ON YOU TODAY."
- THANK THE GUEST, "THANK YOU" HUG.
- DON'T ASK IF THEY WANT TO BUY THEM...WALK AWAY.



# PEOPLE DON'T BUY PRODUCTS, THEY BUY HOPE!



# CLIENT VALUE STREAM

Attract – Maximize – Retain

### MANAGE ALL THE CLIENT'S POINTS OF CONTACT

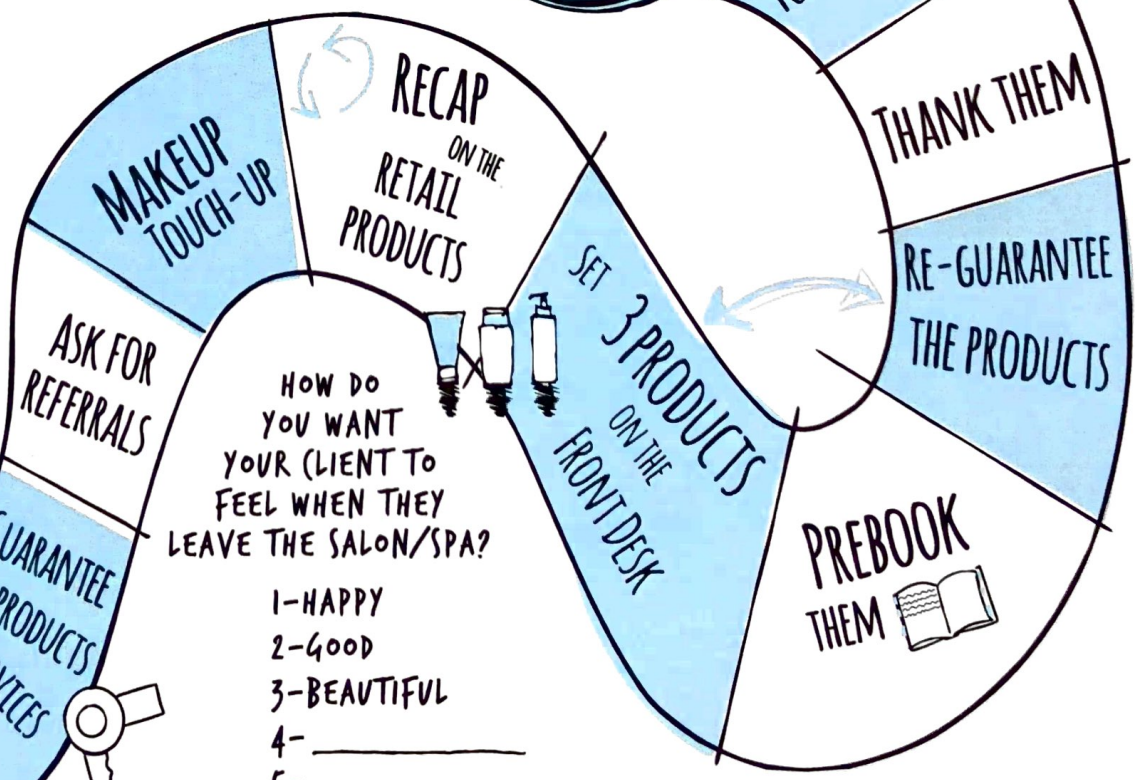
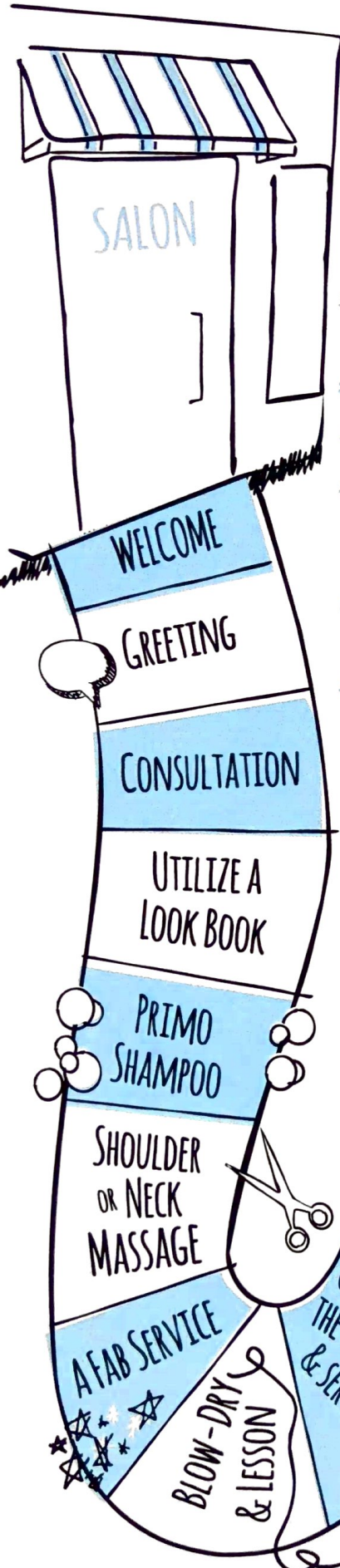
CRAFT THE EXPERIENCE YOU WANT THE CLIENT TO HAVE:

- \* PAY ATTENTION TO YOUR CHAIRSIDE MANNER.
- \* HAVE A SUPER-CLEAN STATION.
- \* SMILE A LOT.
- \* PAY ATTENTION AND LOOK FOR CLUES TO ANTICIPATE YOUR GUEST'S NEEDS.
- \* ADD VALUE: EVERYONE LOVES SOMETHING FOR FREE!
- \* SAY "PLEASE" A LOT.

I'M BACK

#1 GOAL?  
BRING THE CLIENT BACK

- MAKE THE EXPERIENCE GREAT. ↩
- CONNECT WITH YOUR CLIENT. ↩
- BUILD THE RELATIONSHIP. ↩
- WOW THEM. ↩
- BE THEIR PARTNER. ↩



**BIG 3**

- PHYSICAL EXPERIENCE OF SALON OR SPA
- QUALITY & CONNECTION OF THE SERVICE PERSON
- QUALITY OF THE EXPERIENCE

YOU NEVER KNOW WHEN YOU WILL TAP INTO A NETWORK OF \$10,000 OR MORE

TOUCH, TASTE, SOUND, SMELL, SIGHT = CLIENTS EXPERIENCE

# AVERAGE TICKET

### Attract - Maximize

#### MAXIMIZING THE APPOINTMENT

▶ DOUBLE YOUR INCOME BY BUILDING UP YOUR AVERAGE TICKET WITH ADD-ONS.

#### INCREASING THE AVERAGE TICKET

▶ INCREASE YOUR CLIENT'S TICKET BY ADDING MORE SERVICES TO THEIR VISIT.

▶ NOT MORE CLIENTS - JUST BIGGER TICKETS.



START WITH THE CONSULTATION - LOOK AT THEIR FACE.

"LET'S OPEN UP YOUR EYES WITH A BROW WAX. WAXES ARE ON SALE FOR \$8."

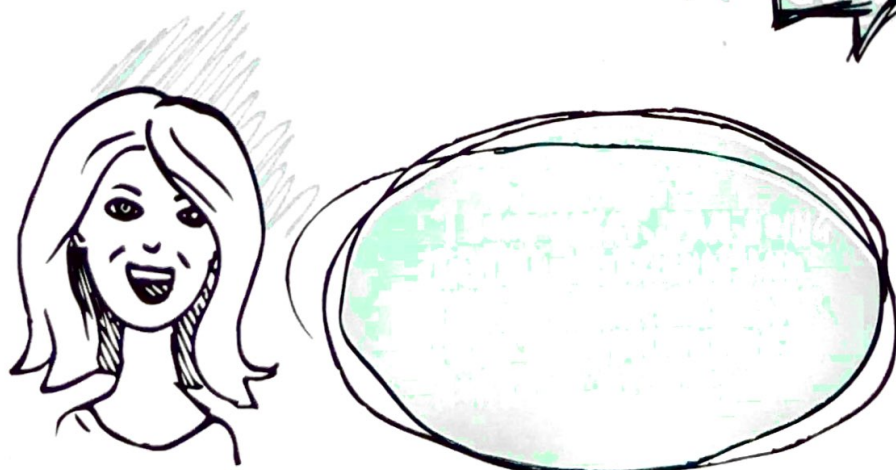
"DOES YOUR HAIR FEEL DRY TO YOU? WE HAVE A GREAT CONDITIONER THAT'S ONLY \$9."

"SOME HIGHLIGHTS AROUND YOUR FACE WOULD LOOK GREAT! IT'S ONLY \$40."

DON'T BE  
A WIMP

SPEAK UP

YOU'RE THE PROFESSIONAL.  
CLIENTS LOOK TO YOU FOR HELP.  
HELP MAKE THEM LOOK & FEEL BETTER.  
WHEN THEY LOOK BETTER,  
THEY FEEL BETTER!



## EVERYBODY WANTS TO LOOK BETTER

TAKE A LEADERSHIP ROLE AND MAKE SUGGESTIONS.

### TOP SUGGESTIONS

1. COLOR
2. WAXING
3. CONDITIONER

GET CLIENTS HOOKED ON COLOR!  
COLOR CLIENTS ARE MORE LOYAL,  
BUY MORE, SPEND MORE, AND  
COME IN SOONER.



WAX & COLOR FORMULA = HIGHER TICKET AND MORE RETAIL!

### SUPERSIZE YOUR BOOK!

9:00	CHLOE: HAIRCUT	\$25
9:30	ADD ON A PARTIAL WEAVE	\$40
10:00		
10:30		
11:00	SUMMER: COLOR	\$45
11:30	ADD ON A CONDITIONER	\$10
12:00		
12:30		
1:00	MARY: HAIRCUT	\$25
1:30	ADD ON A BROW WAX	\$9
2:00		

TOTAL = \$154  
REGULAR SERVICES = \$95  
ADD-ON SERVICES = \$59



MINIMUM OF 20% OF YOUR  
TOTAL SALES IN ADD-ON SERVICES

~~~~~  
BIGGER TICKET  
=  
MORE \$\$\$  
=  
BETTER LIFE  
~~~~~