

## STEP ONE CLIENT RECRUITMENT

### Sell Promotion Kit

- 1. Business Card Procedures
- 2. Special Promotion Card
- 3. Salon Brochure

### Art Of Looking Good Seminar

- 1. Follow Script
- 2. Use Slide Program
- 3. Hand Out Salon Brochure

### Reception Control

- 1. Phone Procedures & Script
- 2. Profitable Booking Procedures
- 3. Greeting Client Script
- 4. Menu Process

## STEP TWO GREETING THE CLIENT

OBJECTIVE: Welcome And Relax.

- 1. Friendly Smiling Introduction
- 2. Touch Sincere Handshake
- 3. Assist With Personal Items. Coats. Etc.
- 4. Offer Refreshments
- 5. Escort Client To Personal Consultation Area (Even If Busy)
- 6. Acknowledge Presence With Nod Or Smile (Even If Busy)

- 1. Friendly Smiling Introduction
- 2. Touch Sincere Handshake
- 3. Thank For Returning
- 4. Assist With Personal Items, Coats. Etc.
- 5. Offer Refreshments
- 6. Escort Client To Personal Consultation Area (Even If Busy)
- 7. Acknowledge Presence With Nod Or Smile (Even If Busy)

## STEP THREE CLIENT CONSULTATION

OBJECTIVE: Cut, Color, Perm, Meeting Of The Minds

- 1. Eye To Eye Contact
- 2. Explain Composition Guide
- 3. Use Guide What's Missing
- 4. Consult Ask Questions, Listen
- 5. Diagnose Observe
- 6. Prescribe Creative Suggestions
- 7. Fill-Out Guide Correctly)

- 1. Review Hair Composition
- 2. Consult - Ask Questions, Listen
- 3. Diagnose - Observe
- 4. Prescribe If Changes Are Needed
- 5. Check Composition Guide
- 6. Update Composition Guide

## STEP FOUR CLIENT PREPARATION

OBJECTIVE: Relax, Improve Quality Of Hair

- 1. Proper Draping Procedure
- 2. Scalp Massage
- 3. Massaging Shampoo.
- 4. Explain Benefits Of Quality Conditioner
- 5. Properly Prescribe Conditioner
- 6. Rinse, Rinse, Rinse
- 7. Towel Dry
- 8. Comb Out Tangles
- 9. Escort To Styling Area

- 1. Review Hair Composition Guide
- 2. Scalp Massage
- 3. Massaging Shampoo
- 4. Explain Benefits Of Quality Conditioner
- 5. Discuss Product Performance
- 6. Rinse, Rinse, Rinse
- 7. Towel Dry
- 8. Comb Out Tangles
- 9. Escort To Styling Area

## STEP FIVE CLIENT CHEMICAL SERVICE

OBJECTIVE: To Complete Composition

### Tool Preparation

#### A. 10 Steps To A Perfect Perm (Allow 2½ Hrs.)

- 1. Complete A Full Composition Including A Pre-Perm Analysis
- 2. Choose The Correct Rod Size By Using The Rod Guide Selector
- 3. Choose An Appropriate Perm Product For Hair Type And Final Design
- 4. Block The Perm Accurately And Wrap Directionally And Specifically For Chosen Design
- 5. Use Enough Waving Lotion To Thoroughly Saturate Each Curl
- 6. If Perm Product Requires A Test Curl, Test A Different Curl Each Time Until "S" Pattern Forms (Follow Manufacturers Directions)
- 7. Water Rinse For At Least 5 Minutes
- 8. Blot Each Curl Individually And Thoroughly

- 9. Saturate Well With Neutralizer To Lock In Newly Formed Curl
- 10. Wait 5 Minutes, Remove Rods, Apply Remaining Neutralizer And Work Through Hair, Rinse With Warm Water, Towel Dry, Comb Thru Hair

#### B. Color Enhancement Techniques

(Allow 30 Minutes To 1+ Hr. Depending On the Type of Color Service)

- \_\_\_ Semi-Permanent Accenting
- \_\_\_ Permanent-First Time
- \_\_\_ Double Process Blonding
- \_\_\_ Custom Hair Coloring-Highlight
- \_\_\_ Special Color Effects

#### C. Chemical Finish-Up Procedure

- \_\_\_ Prescribe Hair Care Products And Instruction
- \_\_\_ Date Client Should Return

## STEP SIX CREATIVE HAIR DESIGN PART I

OBJECTIVE: Cut And Airform Composition

#### New Client - 20 Min

- |   |  |
|---|--|
| <input type="checkbox"/> 1. Introduce Styling Aids, And Apply       | <input type="checkbox"/> 3. Stay Aware Of Length       |
| <input type="checkbox"/> 2. Cut Using 3-Form System                 | <input type="checkbox"/> 4. Go Over Styling Procedures |
| <input type="checkbox"/> - Upblending                               | <input type="checkbox"/> 5. Hair Airform               |
| <input type="checkbox"/> -Downblending                              | <input type="checkbox"/> 6. Educate How To Do At Home  |
| <input type="checkbox"/> -Equalblending                             |  |
| <input type="checkbox"/> -2 Form <input type="checkbox"/> -3 Form   |  |
| <input type="checkbox"/> Blended <input type="checkbox"/> Unblended |  |

#### Return Client - 15 Min

- |  |   |
|--|---|
| <input type="checkbox"/> 1. Re-Introduce Sculpting Lotion And Styling Aids | <input type="checkbox"/> 3. Make Necessary Changes              |
| <input type="checkbox"/> 2. Cut Using 3-Form System                        | <input type="checkbox"/> 4. Stay Aware Of Length                |
| <input type="checkbox"/> - Upblending                                      | <input type="checkbox"/> 5. Go Over Styling Procedures          |
| <input type="checkbox"/> -Downblending                                     | <input type="checkbox"/> 6. Hair Airform                        |
| <input type="checkbox"/> -Equalblending                                    | <input type="checkbox"/> 7. Re-Educate Client To Home Hair Care |
| <input type="checkbox"/> -2 Form <input type="checkbox"/> -3 Form          |   |
| <input type="checkbox"/> Blended <input type="checkbox"/> Unblended        |   |

## STEP SIX **CREATIVE HAIR DESIGN PART II**

OBJECTIVE: Finishing, And Prescribe Easy Home Hair Care Program

### New Client - 5 Min

- 1. Have Client Stand
- 2. Balance Volume
- 3. Extra Touches
- 4. Introduce Hair Spray
- 5. Explain Right Tools
- 6. Explain Right Procedures
- 7. Explain Right Products
- 8. Tell Them Why They Look Great

### Return Client - 3 Min

- 1. Have Client Stand
- 2. Balance Volume these
- 3. Extra Touches
- 4. Introduce Hair Spray
- 5. Re-Educate-Finishing Procedures
- 6. Products Working Well?
- 7. Ask Questions And Listen
- 8. Tell Them Why They Look Great

## STEP SEVEN **CLIENT EXIT PROCEDURES**

OBJECTIVE: Rebook And Thank Client

- New Client-3 Min**     **Return Client - 2 Min**  
(same procedure on both clients)

- 1. Escort To Desk
- 2. Provide Home Hair Care Products To Client
- 3. Price Service Ticket
- 4. Re-Book
- 5. Fill-Out Composition Guide Correctly
- 6. Ask Client To Fill-Out Survey
- 7. Return Personal Items
- 8. Thank Client
- 9. "Last Thing You Say" The Client

Remembers Most

## TOTAL TIME MANAGEMENT

**NEW CLIENT**  
**45 Min.**

**RETURN CLIENT**  
**30 Min.**

## STEP EIGHT **CLIENT FOLLOW-UP PROCEDURES**

### Reception Control

- 1. Telephone Follow-Up Script
- 2. Send Thank You Card
- 3. Reminder Or Special Announcement
- 4. Birthday Wish
- 5. Client News Letters
- 6. Remember... Collect Payment....Thank Client... And Re-Book