

Philip Pelusi Consultation Power

The Power to Controlling Your Destiny and Creating Your Future!

Why are You Here Today? What are Your Goals? (write thoughts below)

What is a REACTIVE Stylist?

What is a PROACTIVE Stylist?

Power Point #1 Before the Guest Arrives

Power Technique: Guest History ~ Be a Proactive Stylist!

Guest History Group Exercise

Guest Patty Pete's Guest History (example):

1. What Product/Services need Replenished?

Volumetric Haircut

Spa Hair Therapy

Fixative

Rivet

2. What are some new possible Product/Service Opportunities?

Hair Color Service

Make It Bigger Texture Service

Shampoo/Conditioner

DailyHaiRx

Guest Susan Smith's Guest History:

1. What Product/Services need Replenished?

2. What are some new possible Product/Service Opportunities?

Guest Pete Peterson's Guest History:

1. What Product/Services need Replenished?

2. What are some new possible Product/Service Opportunities?

Power Point #2 The Image Profile

Power Technique: 2 Conversations ~ Be mentally present during the Guest Service

Power Technique: Start the Service with the Image Profile
STOP Selling and START Solving Problems with Products!

The guest will be more receptive to **solutions** if they understand a **problem** exists!

Philip Pelusi Image Profile Group Exercise

Hair/Skin Problems = Product and Service Solutions

- Problem: Smoother/Straighter Hair Solutions: _____
- Problem: More Volume Solutions: _____
- Problem: To Protect Your Hair Solutions: _____
- Problem: To Lengthen Your Hair Solutions: _____
- Problem: Your Hair to be Healthier Solutions: _____
- Problem: More Shine in Your Hair Solutions: _____
- Problem: To Eliminate Frizz Solutions: _____
- Problem: Your Hair Color Last Longer Solutions: _____
- Problem: Improve Condition Your Skin Solutions: _____

Power Point #3 The Consultation

Get, Give and Agree

Get – Problems from Guest

Give – Solutions to the Guest

Agree – Come to an Agreement

Get Problems from the Guest

“Tell Me About Your Hair” Team Exercise

Hair Problems = Product and Service Solutions

Work in teams of 2, Take turns as the Guest and as the Stylist

Ask “Tell Me About Your Hair” and write hair problems below

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Power Technique: Create a “Problem = Solution” Equation

Give Solutions to the Guest

Power Technique: Consult on ALL Problems; Condition, Texture, Density and Color

Ask Questions to Feel Not Think

Power Technique: Ask Picture Questions

“Have you ever imagined yourself...”

Consultation Picture Exercise

1st Identify Problems

2nd List Solutions

3rd Create 2 Questions to Engage the Guest

Rebecca Photo Example

Hair Problems: Faded 2 tone grown out color, damaged fragile split ends, frizzy waves, dry, weak, no shine

Product and Service Solutions: Corrective color, Spa Hair Therapy Treatment, Volumetric Haircut, Fade de Phy Shampoo/Conditioner, Color Boost, Daily HaiRx, Deep, RepairHair, Potion, Soft Wax, BrilliantHair

2 Questions to Engage the Guest about Problems:

1. How do you feel about the condition of your hair?
2. Have you ever imaged yourself as a redhead?

Alan Photo

Hair Problems: _____

Product and Service Solutions: _____

2 Questions to Engage the Guest about the Problems:

1. _____

2. _____

Ashlee Photo

Hair Problems: _____

Product and Service Solutions: _____

2 Questions to Engage the Guest about the Problems:

1. _____

2. _____

Pam Photo

Hair Problems: _____

Product and Service Solutions: _____

2 Questions to Engage the Guest about the Problems:

1. _____

2. _____

Steve Photo

Hair Problems: _____

Product and Service Solutions: _____

2 Questions to Engage the Guest about the Problems:

1. _____

2. _____

Tracy Photo

Hair Problems: _____

Product and Service Solutions: _____

2 Questions to Engage the Guest about the Problems:

1. _____

2. _____

Come to An Agreement ~ Refresh the Hair!

Consultation Team Exercise

Work in teams of 2, Take turns as the Guest and as the Stylist

Do a full Consultation, Use the Image Profile, Ask engaging questions

Make service suggestions and product recommendations

Note: most product recommendations would normally be made during the actual service

#4 The Shampoo Service

Power Technique: Turn Conversation Into Consultation

Power Point #5 The Service

Don't Zone Out

Power Technique: Show and Tell ~ Solve Problems with Product

Show and Tell Team Exercise

Solve Problems with Product Exercise

Work in teams of 2, Take turns as the Guest and as the Stylist
Choose a problem then choose a product solution, Practice doing/verbalizing Show and Tell
Directly link the product you recommend to a problem you discussed earlier

Specialty Power Technique: Guest Objections

How to help turn a "no" guest response into a "yes" result

Examples of Objections

Why Do Guests Object?

What Not To Do

How to Turn Negative Objections into Positive Results

#1 Validate their concern (this does not mean agree)

#2 Explore and be genuinely interested in understanding what they don't like and why

#3 Redirect the negative into a positive direction

They could still say NO, so...

More words that work

“If we cannot communicate our art, we cannot practice our art.”
Philip Pelusi

Thank you for attending Philip Pelusi Consultation Power