

# The Stylist You Envision

## Individualizing your approach to your Guests:

*Standing out, or being exclusive, in this world of non-stop media and information overload has gotten a lot more difficult with the globalization of internet access and content creation. Your Guests now gain their insights from computers, tablets, and mobile phones.*

### **SO HOW DO YOU STAND OUT IN THIS VERY LARGE CROWD?**

- Develop Strong Skill Sets! There can never be a question that the services you offer are anything but top notch.
- Stay up-to-date, informed, and "relevant." This is no easy task as every week new techniques and product trends are being broadcast across the world to everyone who sits in your chair. Your Guests will bring trends to you that they have seen online. You must know what is trending and stay ahead of that knowledge curve.
- Most importantly individualize your approach to each and every Guest.



## HOW DO YOU GO ABOUT INDIVIDUALIZING YOUR APPROACH TO EACH GUEST:

*Although your Guests are constantly being inundated with information and content from all corners of the world, this mass selling and advertising of anything and everything has left your Guests feeling as if they are nothing more than a mobile pocket-book who everyone wants a piece of. This is creating a unique opportunity to stand out and be exclusive from everyone around you, by offering a more envisioned and individual approach to your Guests.*

- Be sure your approach is all about the Guest. Treat them as unique and special. It is okay to talk trend and show that you are aware of the latest looks to hit online, but your approach to the Guest needs to be decidedly focused on them, their life-style, and the options their hair texture and type will allow.
- Every trend should be "Customized" for the individual Guest in the chair at that moment. Share with the Guest how you will be putting a little spin on a trend in order to create a result that is unique and exclusive for their hair type, texture, condition, and lifestyle. The Guest can't receive this online!
- At the end of every visit, give your Guests something to think about between now and their next appointment. Your Guest will place more importance on a personal recommendation from you than something they see on online. And even if they do see something online that they may want to inquire about, you have shown that you are always open to making changes.



## Use technology to be your second brain

*Use your 'Formula/Visit Notes' section in the Guest files to help you individualize your approach with each Guest.*

*After each visit, place any important points of information into the 'Notes' section of the Guest's file in order to remind you for their next appointment.*

*Doing this allows you to pick right up with the Guest at their next visit where the discussion ended on their last visit.*

### Things to Notate in Your Guest File:

- Any changes that you made to the cut/color/service so that you remember to ask how those changes worked for the Guest.
- Any products you recommended and thought were necessary for a successful result, but were not purchased by the Guest. This reminds you to reinforce the recommendations that you previously made.
- Any service you discussed or recommendation you gave for next visit. Ask the Guest at their next appointment, "Mrs. Smith I remember that last time you were in we discussed adding an Accent Light to your overall color. Is that something you would like to try today?" This makes it appear that you have been thinking of the Guest since their last visit and makes them feel that you are invested in them and their hair beyond just the one appointment.
- Any major event that the Guest has coming up: daughter's wedding, vacation, son's graduation. At their next visit, say "Mrs. Smith, lets talk about what we want to do today with your hair and then I want to hear all about your Daughters wedding". Again this moves you from just a service provider to someone who is personally invested in them.
- Always make it a practice to check your Guest tickets prior to each Guest's appointment. Pre-plan your discussions with your Guest before they even arrive. Make notes on the ticket to any service/products you want to remember to discuss with each Guest.
- Be aware of what add-on services you have the time to perform that day, and which you would need to recommend for a future appointment.