

SUBJECT: COMMUNICATING FOR SUCCESS

LESSON OBJECTIVES:

Upon completion of the lesson, the student will be able to.

- List the Golden Rules of human relations
- Explain the importance of effective communication
- Conduct a successful client consultation
- Handle delicate communication with your clients
- Build open lines of communication with coworkers and salon managers

Inspirational thought for the day: “The best job goes to the person who can get it done without passing the buck or coming back with excuses.” – Napoleon Hill

I) HUMAN RELATIONS

A) Human relations basics

- 1) Personal security
- 2) Social interaction required
- 3) Handling difficult situations

B) Handling the ups and downs of human relations

- 1) Respond instead of reacting
- 2) Believe in yourself
- 3) Talk less, listen more
- 4) Be attentive
- 5) Take your temperature

C) Golden rules of human relations

- 1) Communicate from your heart; problem-solve your head
- 2) A smile is worth a million times more than a sneer
- 3) It is easy to make an enemy; it is harder to keep a friend
- 4) Ask for help instead of just reacting
- 5) Show you care by listening
- 6) Tell people they are great
- 7) Being right is different from acting righteous
- 8) For every service you do for others, do something for you
- 9) Laugh often
- 10) Be patient with other people's flaws
- 11) Build shared goals; be a team player
- 12) Listening is the best relationship builder

II) COMMUNICATION BASICS

A) Greeting new clients

- 1) Smile
- 2) Introduce yourself
- 3) Tour the salon
- 4) Be yourself

B) Intake form

- 1) Schedule time to conduct consultation with service

C) Consulting with clients

D) Preparing for the consultation

- 1) Photo collections
- 2) Glamour books

- 3) Clips of looks from magazines
- 4) Personal portfolio of work
- E) The consultation area
- F) 10-step consultation method
 - 1) Review intake form
 - 2) Assess client's current look
 - 3) Preference
 - 4) Analyze
 - 5) Lifestyle
 - 6) Show and tell
 - 7) Suggest
 - 8) Additional services
 - 9) Upkeep
 - 10) Repeat

G) Concluding the service

III) SPECIAL ISSUES IN COMMUNICATION

- A) Handling tardy clients
 - 1) Know salon's policy
 - 2) If able to serve a tardy client
 - 3) Identify habitually late clients
 - 4) Notify clients if you're late
 - 5) If unable to contact clients when you are running late
- B) Handling scheduling mix-ups
- C) Handling unhappy clients
 - 1) Find out why they are unhappy
 - 2) If possible, change the result
 - 3) If you can't correct the problem...
 - 4) Never argue with the client
 - 5) Call on supervisor or peer
 - 6) Defer to manager
 - 7) Confer with manager afterwards

IV) IN-SALON COMMUNICATION

- A) Communicating with coworkers
 - 1) Treat all with respect
 - 2) Remain objective
 - 3) Be honest, but sensitive
 - 4) Remain neutral
 - 5) Seek help from someone you respect
 - 6) Don't take things personally
 - 7) Keep private life private
- B) Communicating with managers
 - 1) Be a problem-solver
 - 2) Get your facts straight
 - 3) Be open and honest
 - 4) Don't gossip or complain
 - 5) Check your attitude
 - 6) Be open to constructive criticism
- C) Employee evaluations
 - 1) Approach positively
 - 2) Conduct a self-evaluation
 - 3) Share self-evaluation with manager
 - 4) Write down questions or thoughts

- 5) Ask about promotions or pay increases
- 6) Thank your manager for the time, feedback, and guidance