

# HAIRDRESSER CHECKLIST

ADAPTATION OF THE STANDARDS  
TO YOUR INDIVIDUAL CONSULTATION STYLE



- 1 **ASK – leading questions**
  - Conduct the SalonLab&Me consultation
  - Recommend an in-salon treatment
  - Explain the 2 at-home treatment options: standard products or SalonLab&Me products
  - Pitch the concept of SalonLab&Me and the key benefits to trigger interest
  - Top Tip 📷: Take a before picture



- 2 **EXPLAIN – share benefits & address concerns**
  - Explain the benefits of the key ingredients in relation to the client's hair
  - Choose a Colour Mask shade
  - Recommend the appropriate bundle
  - Transfer to the client's mobile device
  - Confirm the client's name for their labels
  - Guide the client on choosing a fragrance
  - Help the client choose a colour for their labels



- 3 **CLOSE – complete the order**
  - Top Tip 📷: Take an after picture
  - Client completes the order

The client can complete this independently without help from the Hairdresser



# HAIRDRESSER CHECKLIST

## Ask

Leading questions

FOR CUT SERVICE

FOR COLOUR SERVICE

FOR CARE SERVICE

## Explain

Share benefits & address concerns

During the washing at backbar  
& cutting



During the application of the  
colour/lightener



During the in-salon treatment



## Close

Complete the order

During the blow-drying/styling



During the development time



During the care treatment



*Together. A passion for hair.*

Discover the other education  
materials here...

