

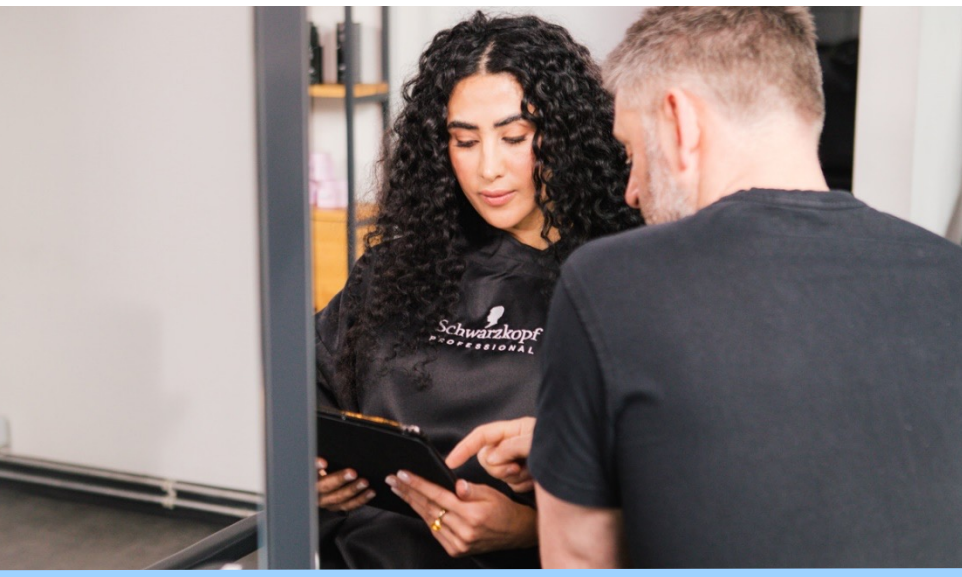
# TIPS WHEN TALKING TO THE CLIENTS



Together with Global Hair Expert and Salon Owner, Gary Taylor (@garytaylor\_edco) we've put together a quick-look SalonLab Fact Sheet to help you **grow your consultation confidence and truly customise the salon experience for your clients**. Gary is a two-time British Hairdressing Award winner in the North Western Hairdresser of the Year category. With a professional focus on retail education and hairdressing, **Gary has over 30 years of Schwarzkopf Professional experience.**

## TIP 1 ELEVATE CLIENT EXPERIENCE

- Conducting a **SalonLab Consultation** presents the perfect opportunity to curate a **premium salon experience** for your client. This personalised consultation not only imparts a sense of uniqueness and expertise, but also **uplifts their mood** – right from the consultation phase.
- To showcase the effectiveness of the **Fibre Clinix In-Salon Tribond Service**, consider conducting the **Complete Scan** after the initial treatment. this will **create a positive first reaction from the client**. as you can already reveal an improvement in the hair's inner strength.



## TIP 2 PUSH CLIENT REGISTRATION

If your client seems hesitant to register with SalonLab, **take a moment to explore the underlying reasons with them**. Employ a classic technique – reiteration of their last statement followed by a deliberate pause – encouraging the client to elaborate on their reservations.

Tailor your response based on the given rationale:

*“I don't see the benefit of registering to save my info...”*

Creating a Salon Lab account allows us to store consultation details on the Salon's iPad – this helps to **facilitate a comprehensive follow-up** (including inner hair strength scores and tested hair routines).

*“I don't have time to register...”*

Registrations are quick and easy. For registered clients, **subsequent consultations become more streamlined**, as **previous responses are conveniently pre-populated**. So, in the end you'll be **saving time**.

*“If I register, I will receive spam from the brand or the salon..!”*

You can easily refuse marketing communication. **Clients are empowered to opt out of receiving marketing communications** from SalonLab during the account creation process.

*Together. A passion for hair.*





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## TIP 3 SPARK CURIOSITY

- Position the Smart Analyzer **prominently in the reception area to naturally pique the interest of every entering client**. This invariably leads to questions such as, “oh, what is this?”, providing a **golden opportunity for stylists to introduce the SalonLab Consultation Experience**.
- By affording visibility to the Smart Analyzer, a **continuous dialogue about the tool can be fostered** throughout the day, even **extending to interactions with the receptionist** during future appointment bookings.



## TIP 4 TIMELY PRODUCT SUGGESTIONS

- The timeframe of client satisfaction often coincides with the moment they **realise the transformative effects of their in-salon service**. As their satisfaction peaks – and they can **tangibly see and feel the difference** in their hair – an **opportunity to discuss further recommendations** arises.
- **Seize this opportune moment** to seamlessly transition the conversation into a **tailored home care recommendation**.



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