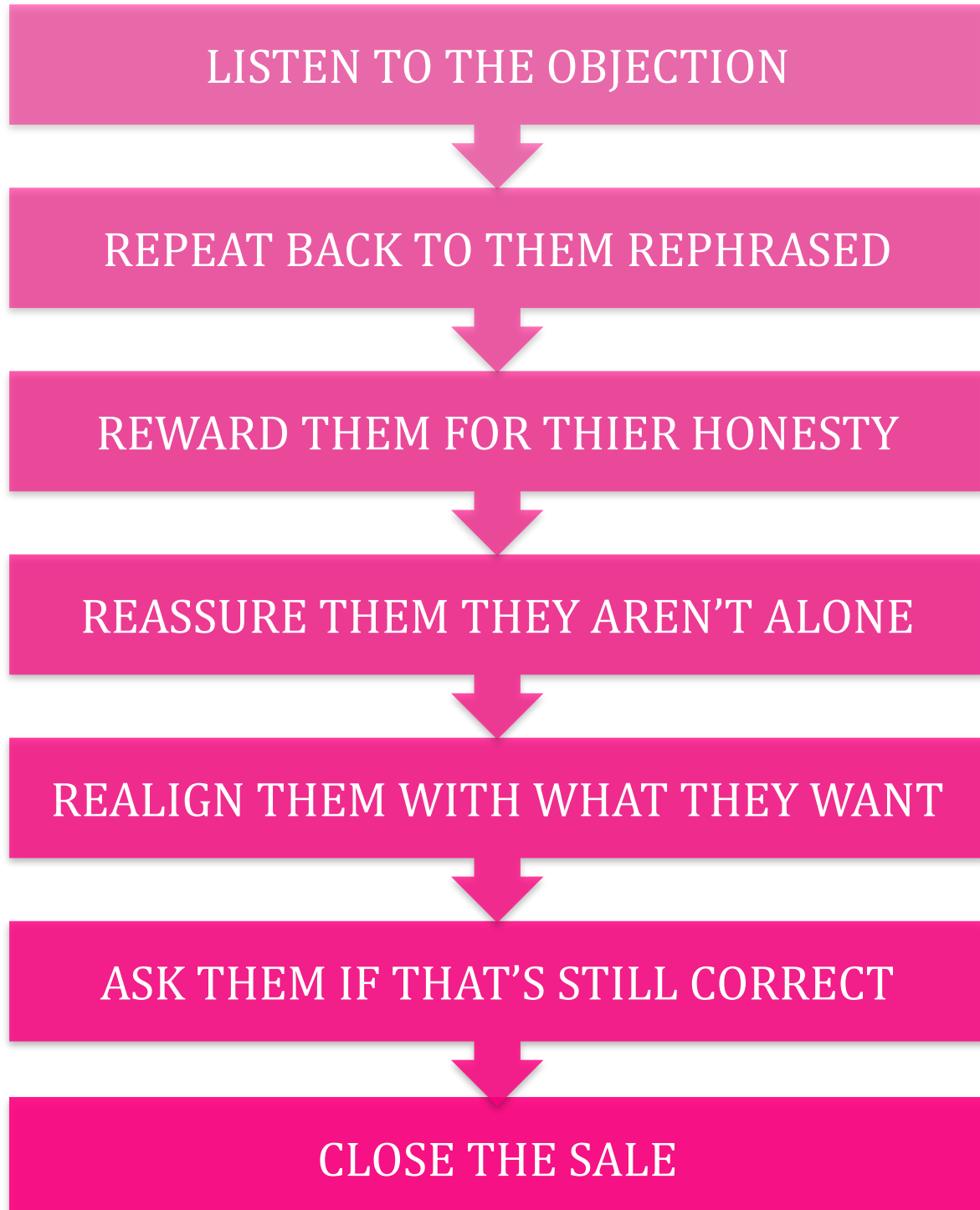




OBJECTION HANDLING





THEY DON'T HAVE ENOUGH MONEY

They have been using Supermarket Products!

"So what I hear you saying is that you've just had this amazing professional (insert service) done but you want to go and use the old products you've got that are pretty much detergents & end up with your hair fading / skin feeling like crap! "
Thanks for telling me that!

"Let me assure you that we do have other clients that are in the same situation as you and are unsure about purchasing professional product to maintain their hair/skin at home. "

"I've had clients before that have had the most unruly hair/terrible skin, that told me that nothing they had ever tried worked and they just had horrible hair/skin. Once they made the decision to use the products I recommended them they suddenly had nice hair/skin after struggling for so long with it, now they won't ever use anything else."

"Remember when you came in you told me how faded your hair colour was/ how dry it was feeling & I mentioned it has a lot to do with the quality of the products you use?"

"With our range its actually working out cheaper per usage than supermarket products & it also means you get to keep the look we have achieved today, instead of you washing it down the drain in the first week! If the supermarket \$8 bottle works as well as they say on TV then the hairdressers would use it, but we don't!"

"So tell me, would you want to go back to the way it was when you came in with that dry/frizzy/oily, hair/skin or would you like to be able to have amazing Hair/Skin all the time by using professional product's since you've used a professional service?"

"You would? I thought so! Great so let me put them in a bag for you."



CUPBOARD FULL OF PRODUCTS AT HOME!

“So what I hear you saying is you’ve got a whole bunch of products that you don’t really like in the cupboard & that’s why you haven’t used them – cool thanks for being honest & telling me that.”

“Let me assure you, you aren’t the first person to ever tell me that.”

“Most of the time, it’s because they are the wrong products for your hair / skin type.”

“I’ve had clients before that have had the most unruly hair/terrible skin, that told me that nothing they had ever tried worked and they just had horrible hair/skin. Once they made the decision to use the products I recommended them they suddenly had nice hair/skin after struggling for so long with it, now they won’t ever use anything else.”

“So remember what your hair felt like & looked like when you first came in today!”

“It was XYZ (dry etc.) & you told me how unhappy you were with it.”

“Look/Feel how amazing it is now. Would you like to be able to have exactly this look/feel at home everyday? You would?”

“Great, well for you to achieve that look you will need to use these same products I used today. Otherwise it’s going to be back to the same way it was when you came in earlier. Do you want to feel like that or do you want to have amazing looking / feeling hair / skin everyday?”

“You do? I thought so.”

“Great so would you like me to put these in a bag for you?”