

# CONSULTATION POLICY

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The consultation is the single most important part of the service.

There has to be a full consultation to every client, at every service.

A consultation involves three parts:

- **Discussion prior to service starting**
- **Agreement on completion so that both stylist and client have a clear understanding of what has been done.**
- **Guiding clients into suitable choices**

## **Discussion prior to service starting**

- The time frame for this should only be 2 minutes for existing clients, 5 minutes for new clients.
- Use the mirror both front and back to show the client what you can see, play with hair mould to the shape you want.
- Use pictures that may help you get the client explaining the look they are wanting to achieve and what you are visualising.
- Listen and pay attention to their ideas to work out if it's possible.
- Use the senses: touch (feel the hair) sight (watch their body language is it positive or negative) sound (listen attentively).
- Use open ended questions (this means questions that can not be answered yes or no).
- Ask yourself these questions:
  - Do you have all the answers?
  - What are you going to do?
  - Why are you going to do this?
  - How are you going to do this?
  - What are the benefits the client will have?
  - How will this make the client look and feel?
  - What is the future for this style you are about to create?

## **Agreement on completion so that both stylist and client have a clear understanding of what has been done.**

- Have I explained what I have done?
- Did I explain why I choose to do this style?
- What is the future of this style?
- Have I recommended retail?
- Did I explain to the client how to maintain this style at home and colour maintenance etc.?

## **Guiding clients into suitable choices**

- Share your ideas on what you think would look the best.
- Yes, we can do that! I also have some ideas about what we can do.
- I have some variations of what you're thinking, that would emphasise your high cheekbones, graceful neckline etc.
- The 3 picture method (3 different lengths), the variations of the chosen length.
- "This is what I visualise for you, which one do you like?"
- It is important that the client feels that they have been involved in the decision making process.
- When you both have come to a decision say "Good Choice", this validates them and makes them feel they have in fact chosen it and that you approve.

## **If a client wants something unrealistic**

- Remember that you are the professional.
- If you don't think that the style will be suitable or you are worried about the end result because of the client's existing hair, have them complete the client release form BEFORE commencing the service.
- If you think the integrity of the client's hair will be compromised if you were to complete the service, you have the managers and employer behind you when you say NO to the client.
- We don't believe in pushing the client's hair to the point of destruction. At all times we want to keep the hair's integrity.
- If you explain to the client it could take 3-4 visits to achieve their desired look, still have them complete the Client Release Form

REMEMBER: BETTER SAFE THAN SORRY! This applies to both the client's hair and having them complete the form

Staff Name	Date	I have read through and agree with all aspects of this Policy