

KEY PHRASING WHEN SELLING RETAIL

Objective is to find what the client's problem is with their hair and how you can offer a solution.

During the consultation:

What products have you been using in your hair?

"We have a really great range of products that will help you with THEIR PROBLEM, I'll talk to you about that later though"

During the service:

"Tell me more about your home hair routine? How often do you blow-dry your hair, what products you use, Tell me all about it!"

When the client tells you about the products, ask them how they are finding them. If their hair is dry/oily/damaged etc, you obviously know that they aren't working but you need to get them to say that too.

Encourage the conversation by asking open-ended questions.

Do not ask closed questions where the client may only answer Yes or No.

Back in the Chair about to apply products for blow-dry:

Exact Phrasing:

"This is the XYZ product I mentioned to you earlier, so what you are going to do at home is shampoo and condition your hair with the same ones I've used today, then you are going to **jump out of the shower, towel dry your hair, grab this product off your bench** and squirt/spray this much of the product into your hand, just like this" (show the client)

"Then you are going to put the product through the hair just like this." (Show the client how they are going to apply the product to their own hair and any directions).

"Do you understand how you are going to use this product at home?"

Repeat for each product that you use.

Blow-dry the hair – stop half way through to let the client feel the hair and agree with you about how it feels so good etc.

At the end of the service, you are going to want to run over all the products in order of how they are going to use them in the same way that you did earlier.

"So I'm just going to give you a quick run down to make sure you understand how you are going to use them all at home"

RUN THROUGH THE GETTING OUT OF THE SHOWER, THIS MUCH ETC, then once you've finished explaining:

"Do you understand how you are going to use all of these products at home?"

"Would you like me to put them in a bag for you?"