

MARCH 2020

SORELLA SALON CONSULTING



IF YOU CHANGE
THE WAY YOU
LOOK AT THINGS,
THE THINGS YOU
LOOK AT CHANGE

STUDENT WORKBOOK

NAME: _____

GOALS

What do you want out of this Event?

What is your #1 biggest issue?

1. _____

2. _____

3. _____

BELIEFS

FAMILY, SOCIETY & GLOBAL

What were you told growing up about the world, people and how life works? These could be directly from a person or could be from society about global beliefs. These will start with words like:

"Life is ...", "I am ..." or "People are..."

Eg. Homeless people are all drug addicts.

Rich people are all greedy. Life is unfair.

BELIEFS

YOUR ACTUAL BELIEFS

What do you actually believe?
What thoughts do you believe, that are directly coming, purely
from you and your own life experiences?

WHAT'S YOUR WHY?

Why do you own a business or get up to go to work each day?

Why do you want the life you dream about?

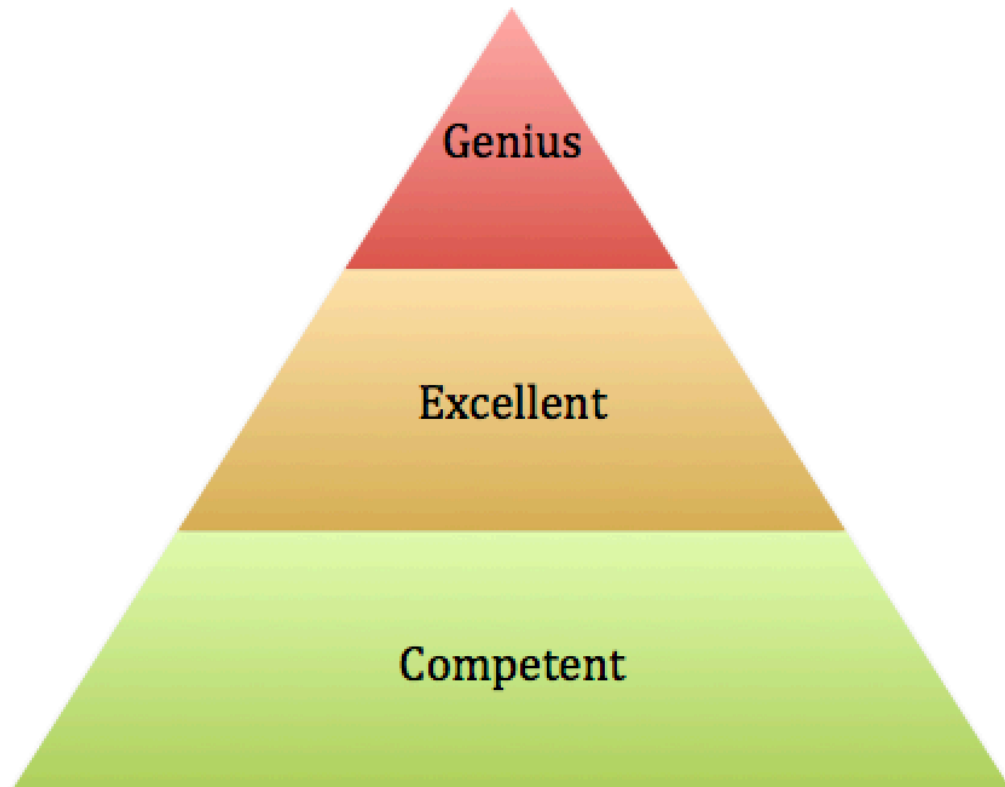
You need a strong **WHY** for EVERYTHING to make it happen.

If you want an incredible dream life you need to be clear & concise about **why** so you know what is driving you forward every day.

Without a **WHY** you'll hit a roadblock and you'll stay stuck there.

What is your **WHY**?

YOUR ZONES OF BEING/DOING



Incompetent
(we don't want to be this)

WHICH ZONE DO YOU WANT TO BELONG TO?

Once you know which zone you want to belong to, what do you as an individual need to do?

When can you do the things you listed above?

I'M NOT A SALESPERSON

BANISH THE NEGATIVE SALESPERSON STEREOTYPE

What feelings or words come up for you when you hear the word Salesperson?

Where do those feelings or words come from? A person, an experience?

What was said or what happened during the experience?

What is the main belief you hold, to do with the above scenario?

Is it actually true?

If you could change that belief into a positive, what could it be?

What is a positive scenario you have had with a Salesperson?

What were the qualities of that transaction that you valued?

What is a positive scenario of when you have stepped into a Salesperson role?

What were the positive outcomes of that scenario for both of you and the other person?

What positive feelings or words now come up for you when you think about the word Salesperson?

LOVE

Show LOVE to every client

ACCEPTANCE

Accept that they think they know it all or are using crap

THANKFUL

Be thankful they chose you to book with

KINDNESS

Be kind to your client, be professional

SELF RESPECT

For yourself, your education and skills

CHARGE

Properly and for what you are worth

REPUTATION

Follow these and you will build a rep for yourself/salon

KEY PHRASING WHEN SELLING RETAIL

CONSULT

"What have you been using in your hair?"
"We have a really great range of products, I'll talk to you about that later"



DURING SERVICE

"Tell me more about your home hair routine?"
Encourage conversation with open-ended questions



DURING SERVICE

Tell the client about the products you recommend and how it will fix their problem
Educate & explain benefits



BASIN

Tell client you are going to use the shampoo/conditioner you told them about before
DO NOT TALK AT THE BASIN TO THE CLIENT



BACK IN CHAIR

"This is the XYZ product I mentioned earlier, what you are going to do at home is shampoo and condition your hair with the same ones I've used today, then 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. Then you are going to put the product through your hair just like this"
"DO YOU UNDERSTAND HOW YOU ARE GOING TO USE THIS PRODUCT AT HOME?"



REPEAT FOR EACH PRODUCT

KEY PHRASING CONTINUED

BLOW DRYING HAIR

Let client feel their hair half way through
"How amazing does your hair feel?"



FINISHING SERVICE

"I just want to give you a quick explanation on exactly how you are going to use these products at home to make sure you keep it looking and feeling just as it is now, is that ok?"



EXPLAIN ALL PRODUCTS

Run through every product in order using phrasing of
"In the shower you will use this much", "On your bench"
"You will put it in like this"



"DO YOU UNDERSTAND HOW YOU WILL USE ALL OF THESE WHEN YOU GET HOME?"



CLOSE

"WOULD YOU LIKE ME TO PUT THEM ALL IN A BAG FOR YOU?"

CLIENT PROCESS

ASK

Question client about their hair



IDENTIFY

Find their problem



SOLVE

Solve client's problem with solution



WALK THROUGH

Explain how products are to be used at home



UNDERSTAND

Client knows how to re-create results



DESK

Re-cap Walkthrough
Ask if they would like a bag
Re-book

OBJECTION HANDLING

LISTEN to the objection



REPEAT back to them rephrased



REWARD them for their honesty



REASSURE them they aren't alone



REALIGN them with what they want



CONFIRM if that's still correct



CLOSE the sale

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's what you are planning on doing, so I can help you first.

"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?"

LESSONS FROM TODAY

[illegible]

IDEAL CLIENT PROFILE

Profile this person right and your marketing will fall into place.

Who are they? Where are they in their lives right now?

What do they want?

What do they love?

What keeps them awake at night?

What's their biggest problem?

How does that problem make them feel?

What makes them angry?

What makes them happy?

WHAT MAKES YOUR SALON UNIQUE?

What can you do that no other salon in your area can do?

What makes you different to anyone else?

UVP BASICS

STEP 1: Ideal Client!

Are you _____

STEP 2: What their biggest problem is - HIT THE PAIN!

You feel _____

STEP 3: Call to action - tell them what to do!

Book now for "The Offer" _____

PUT THE AD TOGETHER

[illegible]

CREATING OFFERS

What are you offering your clients?

Is that what they really want?

What services?

UPGRADING ON THE PHONE & IN SALON

What services can you upgrade?

REBOOKING

What are the benefits to the client when they rebook?

What are the benefits to the stylist/salon when the client rebooks?

PERFECT WEEK

Describe the break up of the entire week for you
Work, Family, You!

PERFECT WEEK

TIME	SUN	MON	TUE	WED	THU	FRI	SAT
5AM							
6AM							
7AM							
8AM							
9AM							
10AM							

PERFECT WEEK

TIME	SUN	MON	TUE	WED	THU	FRI	SAT
11AM							
12PM							
1PM							
2PM							
3PM							
4PM							

PERFECT WEEK

TIME	SUN	MON	TUE	WED	THU	FRI	SAT
5PM							
6PM							
7PM							
8PM							
9PM							
10PM							

GOALS

WHAT WILL YOU ACHIEVE IN THE NEXT:

1-3 MONTHS

GOALS

WHAT WILL YOU ACHIEVE IN THE NEXT:

3-6 MONTHS

GOALS

WHAT WILL YOU ACHIEVE IN THE NEXT:

6-9 MONTHS

GOALS

WHAT WILL YOU ACHIEVE IN THE NEXT:

9-12 MONTHS
