

LESSON 2

CONSULTATION 101



WHY IS IT IMPORTANT TO PERFORM A CLIENT CONSULTATION?

Every client has a unique hair story. Conducting a proper hair consultation provides you with all of the information you need to guarantee your client's experience is 100% successful!

DID YOU KNOW?

97%
of hairstylists
say they do a full
client consultation.

**WHILE
ONLY**

7%
of clients
agree.

TIPS FOR A SUCCESSFUL CLIENT CONSULTATION

1



BUILD A CONNECTION

Ensure you position yourself and your client comfortably. **Establish a connection** by sitting in front of your client. Maintain eye contact, ask open-ended questions and lead with excitement.

2



DISCUSS LEVEL OF COMMITMENT AND DESIRED RESULTS

It is important to **identify the client's desired end result, budget, and level of commitment** to maintaining these results. Ask for inspiration photos if you need to clarify their desired outcome.

3



OFFER SERVICE AND SOLUTION

Assess hair type and condition of hair in order to offer your client the service and solution that will help them achieve a desired result. It is important to be honest if their desired end result is not feasible.
Remember you are the expert!

4



LISTEN AND RECAP

Ensure that you are **both aligned on the service and desired outcome** by repeating to your client what you heard before beginning.