

Ensuring the Perfect Salon Visit

4 Phases of the Salon Experience in an
8-Point Checklist



If you are a hair stylist who, like me, values the guest experience, pays attention to retention, and are ready to level up, here are 4 phases of the salon experience in an 8-point check list.

"People will always remember how you made them feel."

- Dr. Maya Angelou

Phase 1 - The Experience before "The Experience"



Yep! You read that right! There is an experience before "The Experience"! This is your opportunity to introduce yourself, set your new guest at ease, qualify them to ensure a perfect fit, and prepare them for their upcoming visit.

Remember, not all butts are welcome in your chair. You want to ensure that your potential guest is someone you would want to service.

Let's Start Connecting!

- Connect with your potential new guest by setting clear expectations around what you can provide.
- Listen closely to what your guest is expecting to get from a visit in your chair.

Phase 2 - They're In Your Chair!



The consultation is your first opportunity to meet your new guest face to face. Make no mistake here...they are evaluating you as much as you are evaluating them. Knowledge and presentation are key.

Nice to Meet You

- Greet your guests at the door. Smile with your eyes (smize) since we are wearing masks, making them feel welcomed and wanted.
- During the consultation, make lots of eye contact. Have your list of questions to ask to ensure that you can recommend the proper treatments and take-home products. Most importantly, Listen! Everyone wants to be heard!

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Phase 3 - Cultivate the Relationship



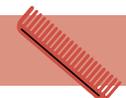
I don't know about you, but going to the salon for the first time can be nerve-racking. You're just not sure what to expect.

Keeping your guests informed is just another layer of building that relationship. As you lead them from the consultation and into your actual service, let them know what you are doing, and what to expect as the day progresses.

Loving Up On Them!

- Explain just a little of how their day will go as you proceed through their time with you.
- Guide your guests through each step. Make sure that they have what they need to feel cared for, welcomed and wanted.

Phase 4 - Solidify the Connection



By now, you've spun the chair around and wowed them with your amazing technical skills! Not only have you had a chance to impress them your knowledge of hair and professional products, you have shown them that you care and really know how to make them feel welcomed.

Make Them Remember Your Name!

- There is no competition! Set yourself apart from the rest.
- Check in with your guests to see how they are managing their new look.