



AP ACADEMY PRESENTS

# Module 4 :

# Lesson 1

Client Consultations



**Before you begin any sugaring treatment, you need to perform a client consultation.** Knowledge is power, and this saying definitely applies to the cosmetic world. By performing client consultations, **you'll be better equipped to deliver an individualized treatment that helps you to personalize and therefore maximize your services.** You'll be better equipped to advise them on which products to use and avoid based on their skin and hair type, and help them reduce the appearance of any side effects, such as redness, itchy skin, and ingrown hairs.

It's important to record this information on our **Client Record Cards**. This documentation is not only important for insurance purposes, but it comes in handy for repeat clients who've had past treatments. **Ensure these documents are regularly updated and kept confidential.**





When your client first walks in, **greet them with a warm smile** and ensure that you address them by name to personalize your greetings. A simple “Hi, Mrs. Jones, my name is Alexis”, or post-treatment, “Mrs. Kennedy, thank you for visiting our salon today, I really enjoyed sharing several new professional sugaring hair extraction ideas with you” can go a long way.





When you're talking to your clients, **encourage longer answers that can offer extra insight by asking open-ended questions.** Instead of asking "Would you like me to do x, y, and z?", **ask "How do you feel about...?", or "Tell me what you like and don't like about our professional hair removal services and skincare products?"** It's important to gather information about their wants and needs as much as their dislikes. **Don't be shy to ask as many questions as possible.**



**When your clients are speaking, listen carefully. Don't simply respond with an okay before moving onto the next question or proceeding to the treatment. Use positive non-verbal body language, such as eye contact, smiling, and nodding so that they feel encouraged to fully express themselves, no holds barred.**



Once you've consulted with your client, **you'll be able to offer valuable, tailored suggestions about which products they would benefit from.** Offer at least one, if not several, products and alternative service options. Explain why you are recommending them, linking your suggestions back to their unique needs to make them more individualized and appealing.

The client consultation is also **an excellent opportunity to educate your clients on how they can continue taking care of themselves at home**, between salon visits. By doing so, you give them extra value than what they're initially paying for. **Give them specialized beauty care tips and techniques**, educating them on additional products and providing them with a skincare product regimen. **Ask about their family and how our products might benefit them as well.**





For example, our pre- and post-epilation products, such as our **Essential Tonic™** or **Restore™ Hydrating Lotion**, make excellent at-home care solutions for **cleansing and moisturizing the skin**, respectively.

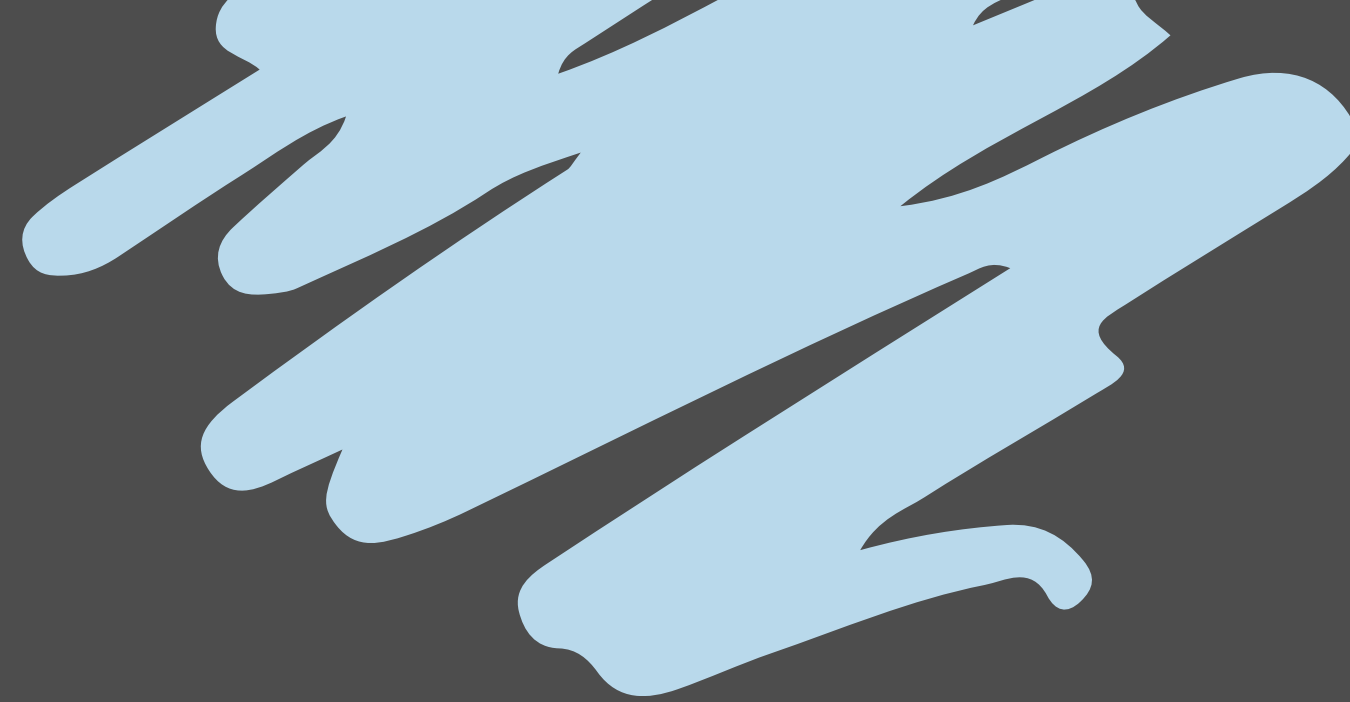




Note that, **education shouldn't just stop with the products.** Educate your clients about your salon and the full scope of services offered, be it hair removal or beauty care services. For example, your salon might have special promotions that your client can take advantage of. You can also personally introduce your clients to your colleagues, who offer related esthetician services, as a subtle yet effective form of “**Cross Marketing**”.



**The consultation doesn't merely begin before the treatment. Think of it as a process that lasts throughout the entire treatment – from beginning to the end. For example, post-treatment, ask if they're happy with the results and thank them for their business. Show that you care and you're excited while reviewing the results with them. And definitely invite them for another visit. Don't be afraid to follow up with them over the phone after offering new services and products.**



**All in all, show your clients that you care.** The consultation shows them that you're willing to go above and beyond to help them meet their specific needs.