

Chapter 31: On the Job

Networking

The art of connecting with mentors, cosmetology professionals, educators and classmates; asking questions, listening to advice, and considering all your options

The client
comes first!

Thriving as a Service Professional

Put others first-do what is expected of you unless you are physically unable

Be true to your word- be honest

Be punctual- being on time is a sign of respect for clients and coworkers

Be a problem solver- be someone who recognizes and solves problems

Be a lifelong learner- continue developing your skills

Salon Teamwork

Strive to help

Pitch in

Share your knowledge

Remain positive

Become a relationship
builder

Be willing to resolve conflicts

Be willing to subordinate

Be sincerely loyal

Job description: a document that outlines all the duties and responsibilities of a particular position in a salon or spa

COMPENSATION PLANS

(Compensation means what you get paid for work)

Salary: an hourly rate; usually best for new employees because they do not have a established clientele

Commission: a percentage of the money taken in by the salon for services performed by a particular cosmetologist; your pay is based on the total of amount of service dollars you generate for the salon; need a very strong client base

Salary Plus Commission: you receive both salary and commission; often used to motivate employees to perform more services or sell more retail

Tips: a sum of money given as a reward for good service; you must keep track of this and report it as income

Employee Evaluation

Feedback from your manager and coworkers

Ask a senior stylist or your manager to observe you and note areas where you can improve; listen to their advice

Find a Role Model

One of the best ways to improve your performance is to model it after someone who is having the kind of success you want to have

Managing Your Money

Personal Budget-

tracking your income and your standard expenses so that monthly bills may be paid and additional money may be saved for future expenses (either planned or emergency)

Create a monthly budget worksheet listing all the bills you need to pay each month, when they are due, and what they typically cost

How to Have More Money After You Pay Your Bills

Spend less money
Work more hours
Increase service prices
Sell more retail

SELLING

Ticket upgrading (upselling services)- the practice of recommending and selling additional services

Retailing- recommending and selling products to clients for at-home use

Psychology of Selling

Ask the client what products they currently use at home

Discuss the products you are using on the client

Put the product in the client's hands, if at all possible

Keep the retail area clean, well-lit, and appealing

Inform clients of any promotions

Know the merits of professional products versus

Always try to rebook your client before she leaves

Principles of Selling

Be familiar with the features and benefits of various services and products you are trying to sell

Adapt your approach and technique to meet the needs and personality of the client

Be self-confident (know/believe in the products)

Generate interest by asking questions that determine need

Never misrepresent services or products

Do not underestimate a client's knowledge of her own beauty regimen

Talk in relaxed, friendly manner

Demonstrate the product if possible

Once a client agrees to buy, do not oversell!

Keeping Current Clients and Expanding Your Base

Send a birthday card with a special promotion

Provide consistently good service

Be reliable-punctual; do what the client asks

Be respectful- never gossip

Be positive-look on the bright side

Be professional-don't get personal

Business card referrals-make business cards and give to clients; if a client refers another person who turns in the card, she gets 10% off her next service

Local business referrals- team up with other businesses (flower shops/candy/clothing) and have each other's business cards available

Public speaking-speak at community groups; volunteer