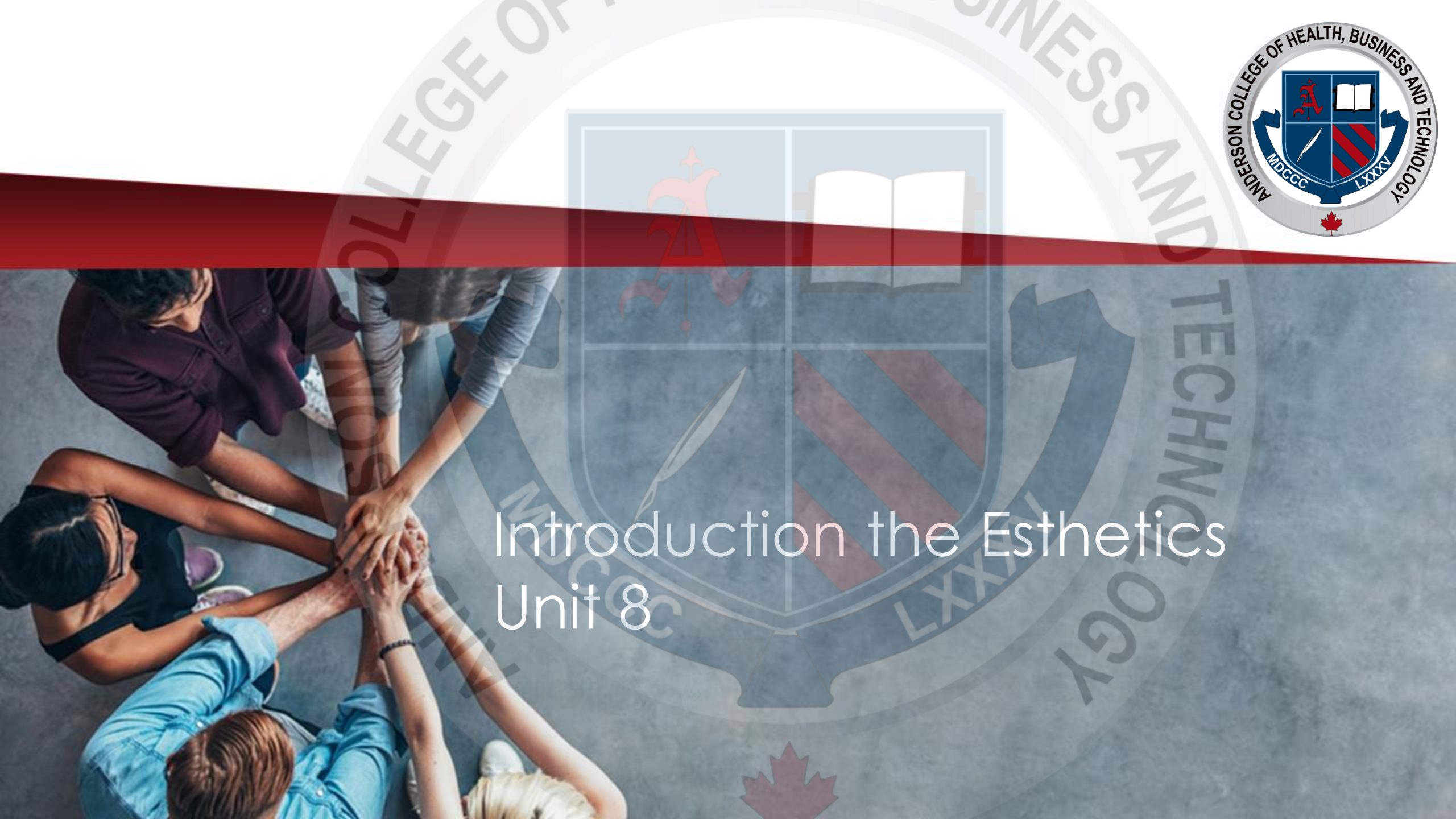


Introduction the Esthetics
Unit 8

Your reactions to situations and your ability to communicate effectively in the face of challenges are critical to being successful in a people profession.

Managing Tardiness

Tardy clients can greatly affect workflow Here are a few guidelines on managing late appointments:

Know and abide by your shop's appointment policy. Many shops set a limit on the amount of time allowed for a client to be late before requiring a reschedule.

If a client arrives late and you have the time to take the appointment without jeopardizing other appointments, politely advise the client of the late policy. You can deliver this information diplomatically and still remain pleasant and upbeat.

As you get to know your clients, you will learn who is habitually late. You may want to schedule such clients for the last appointment of the day or ask them to arrive earlier than their actual appointment time.

If you are running very late, have the receptionist call your clients and let them know. The receptionist can give them the opportunity to reschedule



Chances are you have gone to an appointment only to discover that you are in the wrong place at the wrong time. The way you are treated at that moment determines whether you patronize that business again. When you, as a professional, are involved with a scheduling mix-up, always remember to be polite. Never argue about who is correct.

Resolving Unhappy Client Problems



Try to find out why the client is unhappy. Ask for specifics.



If it is possible to change what the client dislikes, do so immediately. If not, look at your schedule book to see how soon you can fit them in to make the adjustment. You may need to enlist the help of the receptionist if you have to reschedule other appointments.



If the problem cannot be fixed, honestly and tactfully explain why. The client may not be happy but will usually appreciate your honesty. Sometimes you can offer other options that minimize the client's disappointment.



Never argue with the client or try to force your opinion.

GROUP ACTIVITY



At some point in your career you will have a client who is unhappy about something, either related to service or scheduling. The best way to prepare for this scenario is to practice. Role-play with a classmate, taking turns being the client and the beauty professional

1

Act out different personalities: first shy, then aggressive.

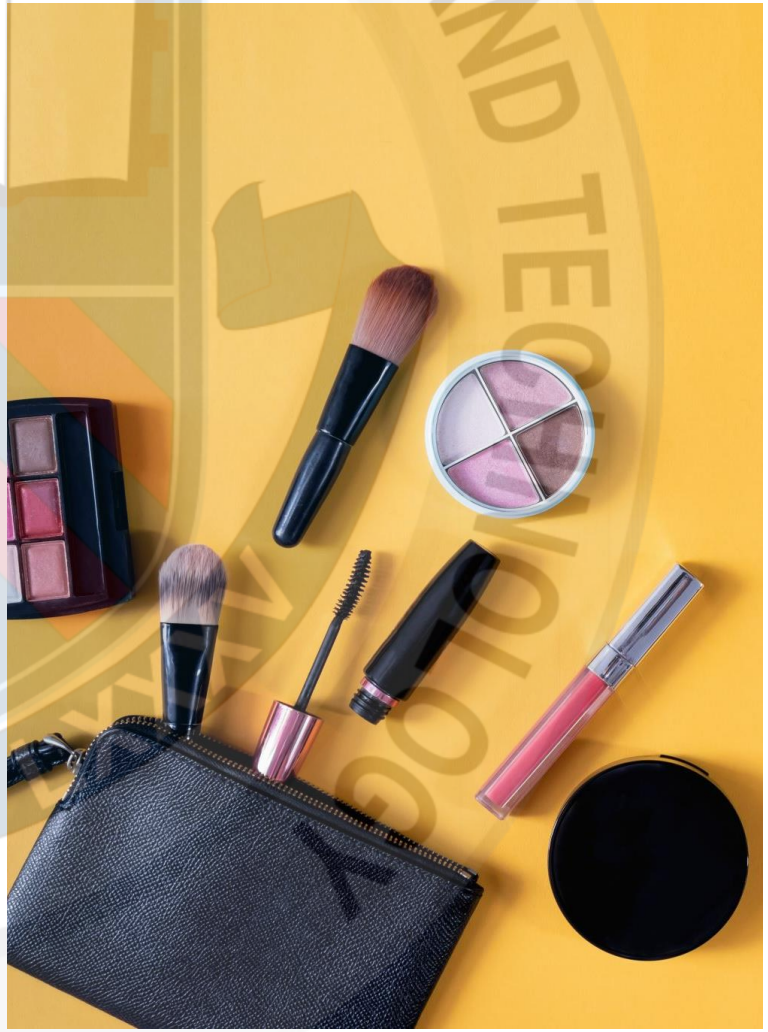
2

Act out a problem that was your (the client's) fault. Then evaluate your classmate's (the beauty professional's) reaction.

3

Continue the conversation until you are satisfied.

- Pay attention to the tone and level of your voice.
- Make certain you understand the problem.
- Avoid being defensive.
- Offer more than one solution.
- Determine when you should involve a manager (played by your instructor).
- Do not hesitate to ask for help from a more experienced beauty professional or your manager. If, after you have tried everything, you are unable to satisfy the client, defer to your manager's advice on how to proceed.
- Confer with your manager after the experience. A good manager will not hold the event against you, but will view it instead as an inevitable fact of life from which you can learn. Follow your manager's advice and move on to your next client.



Managing Differences



As a beauty professional, you'll find the clients you are most likely to attract are similar to yourself in age, style, and taste. On the other hand, you will also service clients who are very different from you; this is a positive element of your career as a beauty professional. Without both older and younger clients, and ones from different social groups, you won't be able to build a solid client base for future business

Focus On

Talking Points

Let's imagine a long-time client reveals to you that she and her husband are going through a messy divorce. You care for her and want to be understanding as she reveals increasingly personal details. Other practitioners and their clients are soon listening to every word of this conversation. You want to be helpful and supportive, but this is not the right time or place. What can you do? Decide which of these solutions you might use:

- Tell her you understand that the situation is very difficult, but that while she is in the shop you want to do everything in your power to give her a break from it. Let her know gently that while she is in your care, you should both concentrate on her enjoyment of the services and not on the things that are causing her stress.
- Change the subject. What topic could you shift to that seems the most natural?
- Find a reason to excuse yourself. When you return, change the subject.
- Acknowledge her by saying, "I'm sorry to hear that." Suggest a mini relaxation service the shop is promoting.

Getting Too Personal

- If your client gets too far off topic, use neutral subjects to bring the conversation back to beauty needs. If the client tells you about a personal problem, simply listen and tell the client you are sorry. Then ask, "What can we do to make your visit better today?"

- If your client is gossiping, change the subject as soon as you can. Try something like, "I just noticed your ends are drier than I thought. We'll do a deep-conditioning treatment after your color." Then describe the treatment and home care.

- Books, movies, and celebrities can all be used to move into conversations about a particular look or style. As a rule, avoid discussing religion and politics. When you cannot find a way to move the conversation back to something beauty-related, simply listen and then change the subject.