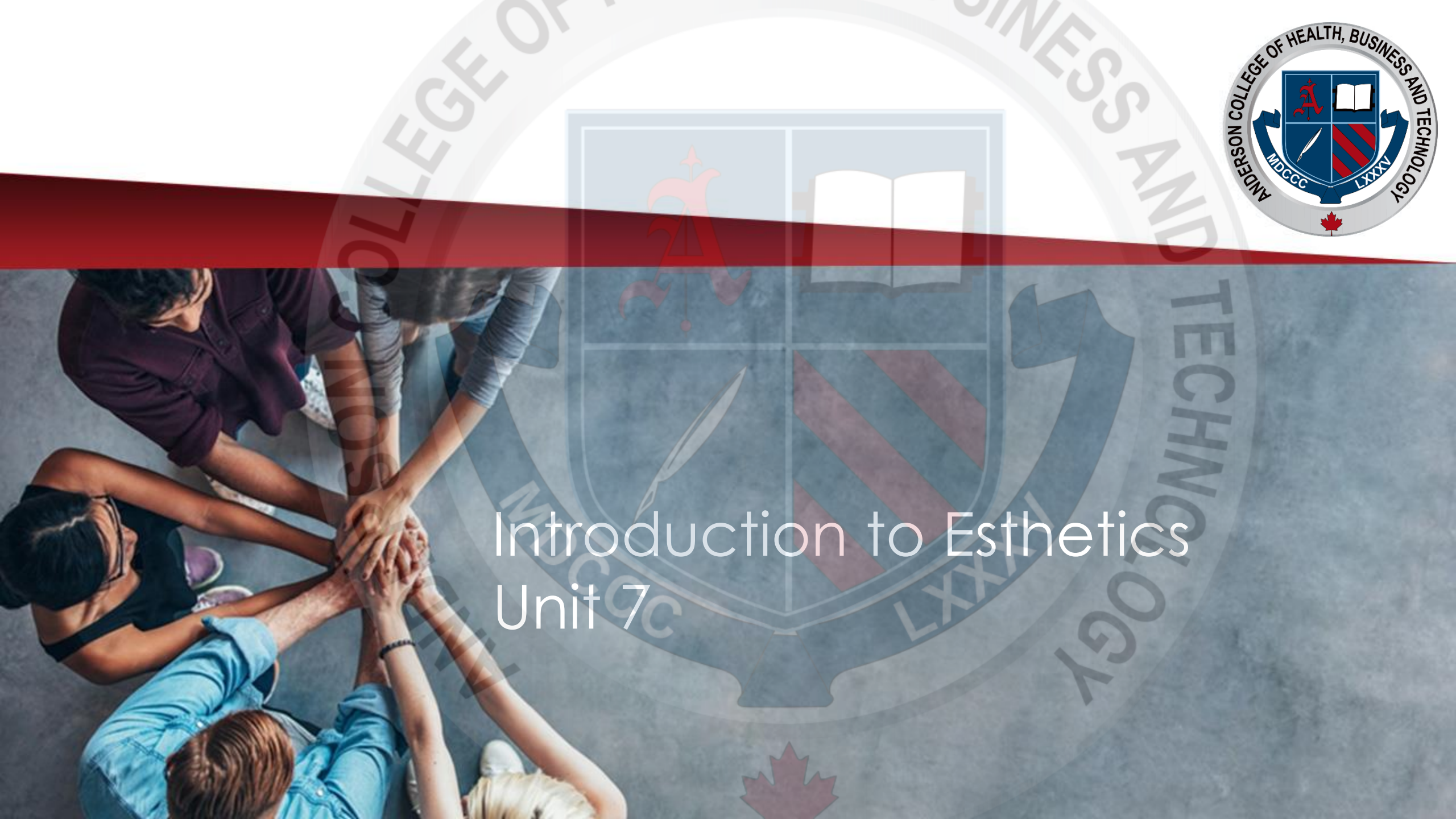


Introduction to Esthetics
Unit 7

Learning Objectives



Explain communicating for success.



Practice communication skills.



Conduct the client consultation.



Handle communication barriers.



Follow guidelines for workplace communication.

What do you think it means?



Beauty professionals should study and have a thorough understanding of communicating for success because

Communicating effectively is the basis of all long-lasting relationships with clients and coworkers.

The communication process will help beauty professionals perfect the consultation process with clients.

Effective communication fosters a positive team environment.

Good communication skills reduce potential workplace conflict.

Learning how to communicate effectively can help beauty professionals improve retail and service sales.

Practicing professional communication ensures that clients will enjoy their experience and encourages continued patronage.

Effectively expressing ideas is a necessary skill for career advancement.

Practice Communication Skills





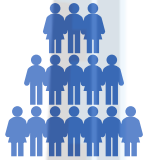
Respond instead of reacting. A man was asked why he did not get angry when a driver cut him off. “Why should I let someone else dictate my emotions?” he replied. A wise fellow, don’t you think? He may have even saved his own life by not reacting with an “eye for an eye” mentality.



Believe in yourself. When you do, you trust your judgment, uphold your values, and stick to what you believe is right. It is easy to believe in yourself when you have a strong sense of self-worth. Believing in yourself makes you feel strong enough to handle almost any situation in a calm, helpful manner.



Talk less, listen more. There is an old saying that we were given two ears and one mouth for a reason. Listen more than you talk. When you are a good listener, you are fully focused on what other people are saying.



Be attentive. Each client is different. Some clients are clear about what they want, some are demanding, and still others may be hesitant. If you have an aggressive client, ask your manager for advice. You will likely be advised that what usually calms difficult clients down is agreeing with them. Follow up by asking what you can do to make the service more satisfactory



Take your temperature. If you are tired or upset, your interactions with clients may be affected. An important part of succeeding in a service profession is taking care of your personal conflicts first so that you can take the best possible care of your clients

The Golden Rules of Communication



- Project a professional demeanor at all times.
- A smile can be your best asset. Wear one every day.
- Be aware of your body language. For example, don't cross your arms when listening to clients or team members. Instead, nod your head to acknowledge or accept their points of view.
- Always remember that listening is the best relationship builder.
- Speak clearly and loudly enough for people to hear. Don't mumble.
- Avoid using slang.



Tip!

- Do not argue: Arguing brings bad energy to yourself and others
- Arguing while unhappy only makes the conflict worse
- Arguing never brings a solution
- As a professional all concerns should be addressed in a calm and mindful manner

The Importance of Effective Communication

- Effective communication is the act of successfully sharing information between two people (or groups of people) so that the information is understood. You can communicate through words, voice inflections, facial expressions, body language, or visual tools (e.g., a portfolio of your work). When you and your client are both communicating clearly about an upcoming service, your chances of pleasing that client soar.

The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw