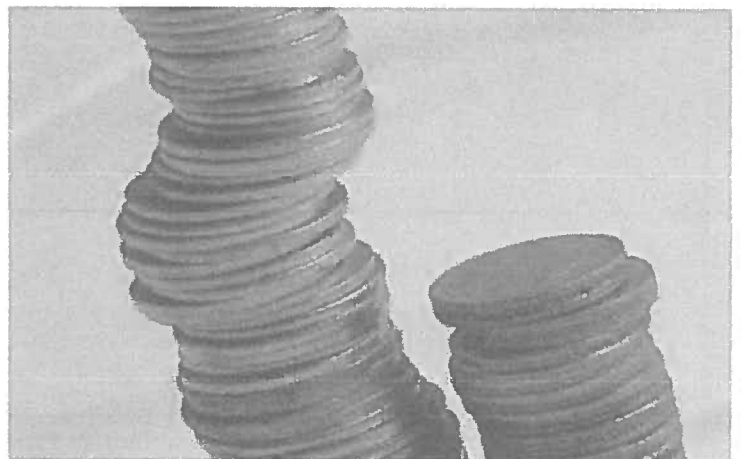
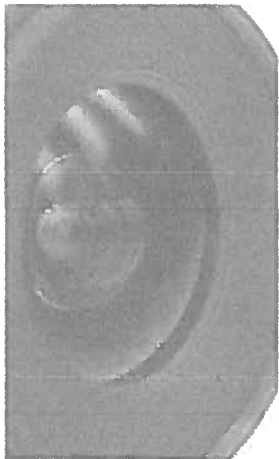


leadership track

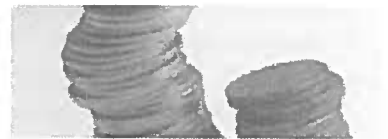


sell is a four letter word

[participant's guide]

intended outcome Selling is out. Shifting to a focus on educating our guests is key. Shift your thinking around retail and create loyal customers who love their looks. In this session, we are going to explore how to listen to your guest and speak retail in their language.

Sell is a Four Letter Word: participant's guide



Seeing Differently

What is my feeling about being sold on something/selling?

What is my feeling on buying?

Speaking Differently

What might the answers to these questions tell you about the products your client might need and want?

“So, tell me when you most loved your hair.”

“How do you feel about how your color looks now?”

“What frustrates you about your hair?”

Hear Differently

Clients speak in their language—not ours. They speak in terms of how they want their hair to feel and look. Look at the terms that clients frequently use to describe what they want their hair to “be” like. Share how you would recommend products to a guest that used the following terms:

When the client says: “Smooth”

Example:

“Sarah, I know you want your hair to be smooth. This product, (insert name here), is designed to keep your hair smooth and shiny. Let me show you how to apply it.”

When the client says: “Fluffy”

When the client says: “Straight and sleek”

When the client says: “Curly”

Commitment: Be Different

See 

One way I will look at product recommendation differently:

Hear 

One question I will add to my consultation:

Speak 

One commitment I will make about how I communicate product benefits to my guests: