



guest care track

inyu training®
training for salons and spas

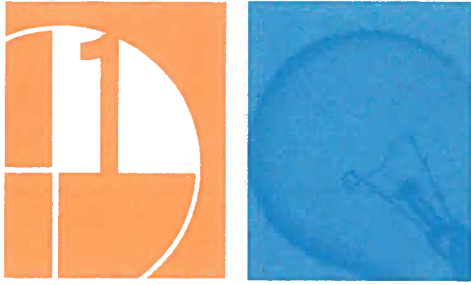


retail 101

[participant guide]

intended outcome This workshop shares a simple, 3-step framework for effective retail recommendations. We will cover how to engage the guest in a retail dialogue including example scripts and exercises to practice educating the guest.





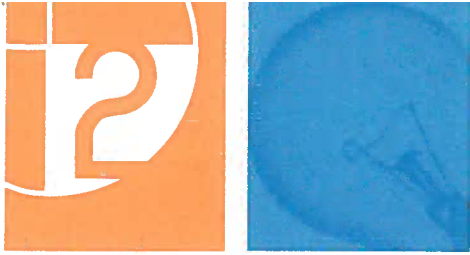
Retail 101

How do you feel when you are being “sold?”

How does it feel when you “buy?”

Is there a difference between the two?





Discover, Demonstrate, Document

Discover

Product recommendations are based on the end result that the guest is looking for. To effectively recommend retail to your guests, you must discover the results your guest is seeking and recommend products that will deliver this result. Product recommendation is focused on educating your guest, not selling your guest.

It is important to remember that the guest wants an outcome. They are most interested in the result the product will deliver. Listen to the words the guest uses to describe what they want their hair or skin to “be” like. This will help you discover your guest’s needs.

Ask questions to discover your guest’s needs:

- “Tell me about...”
- “What are you looking for...”
- “What challenges do you have...”
- “What would you change...”
- “What do you love about...”
- “What is important to you...”



Guests will use terms that are familiar to them, such as:

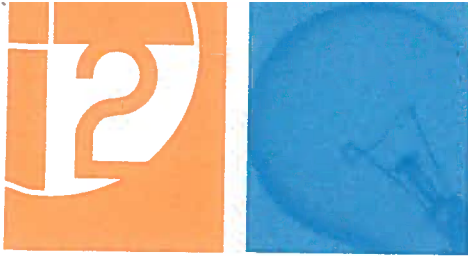
Hair
 Smooth
 Fluffy
 Shiny
 Full
 Healthy
 Straight

Skin
 Balanced
 Clear
 Youthful
 Line-free
 Moisturized
 Acne-free

Make-up
 Natural
 Dramatic
 Lightweight
 Low Maintenance
 Evening
 Fresh

What other words do your guests frequently use?





Discover, Demonstrate, Document

Demonstrate

Once your guest tells you what they are looking for, all you have to do is connect the need with the benefits of the products you recommend.

“You mentioned that you want your hair to be (fill in the word the guest used), so I recommend that you use (fill in the product name) because it (fill in the benefit).”

For example:

“You mentioned that you want your hair to be healthy, I recommend that you use Dry Remedy Shampoo because it will moisturize and improve the overall health of your hair.”

Recommend the products your guest will need to recreate the look or skin care regimen they have experienced.

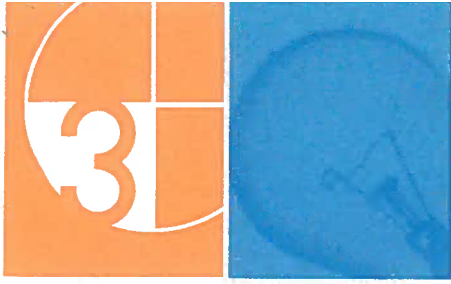
“You mentioned that you want to improve your skin’s firmness, I recommend that you use Green Science Lifting Serum because it helps to improve visible skin firmness, moisturize and strengthen your skin’s barrier function.”

Document

Help your guest choose which products they will take with them by reviewing what you have used.

“These are the products I used on you today. I will make a note of these on your product recommendation card, so that you will have a record of them.”



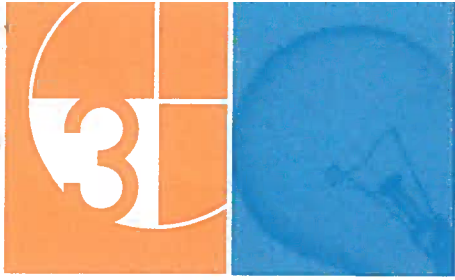


Gallery Stroll Exercise

What products would you recommend that deliver the following results?

Volume	Shiny	Curly	Healthy	Sleek

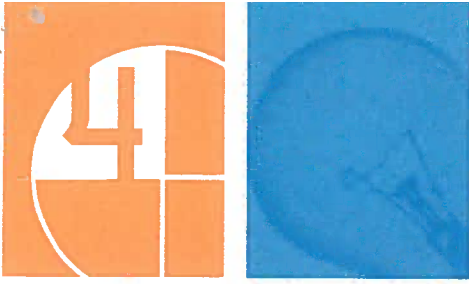




Educating the Guest

Pair up with a partner and practice using the three steps to educating your guests: discover, demonstrate, document. Take turns practicing the 3D conversation. Use the guide below to practice.





follow up



Challenge yourself to create an education opportunity with each guest.

What are some ideas you have on how we can improve our guest education?

What will you do differently based on what we explored today?

