

How to Deal with the Total Client



Olive Benson, internationally acclaimed hair designer and salon owner, talks about dealing with the total client.

The way in which you deal with the total client has a lot to do with the type of salon you work in. Not all salons are equipped and conducive to servicing the total client but ALL salons can offer the complete client consultation. Only a complete client consultation can determine a client's total beauty needs. First, a client should be given a hair analysis to determine whether or not a chemical is to be used for control of the hair and the type of conditioner that may be needed. Sometimes, we even give a relaxer on a curl to control the unwanted frizz or curl in the hair. A style cut according to facial contours and features should seriously be considered. Color for the hair or highlighter services should be programmed to provide a maximum benefit service for the customers that come every week, every two weeks, every three weeks, or once a month. And of course, you want to gain knowledge of any important health factors that may affect hair and beauty treatments and regimes.

The salon of the future will house all of these basic services. You must

be able to offer *setting, blow drying, cutting, coloring, relaxing, permanent waving, and pressing* in order to maintain the total client. There are too many salons that are lacking in total services. The location of the salon is also very important because certain locations are limited to certain types of services. Your services should be available to all races, and your advertisement should promote your salon in a total professional package.

All professionals must keep abreast of product knowledge because of the changes in the industry; sometimes we find the clients telling or asking us about a product that we are not even aware of. Therefore, in-salon training and product knowledge is very important, and we must familiarize ourselves with the proper use of products and the new techniques that are to be used.

The image makeovers are one of the most important and popular services in the salon today. It is, of course, ideal if client skin care, facial and body waxing, manicures, pedicures and makeup application could all be administered under the same

roof—in one salon. The salon of the future will incorporate these and additional total areas of client care. *To deal with a total client of tomorrow, one must be a total professional today.* You must re-educate yourself and evaluate the services that you are presently offering. You must evaluate the quality of work that is being presented and know that it establishes the reputation of your salon.

As a salon owner or manager, you should never overbook a slow stylist. Doing so will just result in constant cancellations. You should know the best selling point of every stylist in your employ. Work on selling the positive points of each of your stylists or of your own styling abilities, if you are self-employed. Remember each chair should turn a certain minimum a week and a stylist should be hired on productivity and quality of work. One must be totally professional in order to totally serve the total client of today and tomorrow, and it does not happen overnight. It is perfect practice that makes for that final perfection!