

CLASS 6

Consultation Experience

**Consultation
MasterClass**

timely × *Dario*



WE ARE IN THE TRANSFORMATION BUSINESS



“There are 360 degrees. Why stick to one?”

Q. What does great hair look like for you?

Explain to YOUR client that you will give her your advice.

After you get to know her and understand her needs.



First impressions will say a lot about what they can expect in the service that they are about to have.

Fears

Understand where the client comes from, why she is in front of you. What do they like and dislike about their appearance? If you read between the lines you will be able to assess what their true fears are. This will become easy with a strong level of rapport, if you sense resistance.

Use rapport-building techniques such as mirror and match, communicate in her modality.



FIRST IMPRESSIONS

Desired Outcome

Where would they love to be, this is a perfect opportunity to get your client pumped, what do they want to look like? Get them to create a clear picture / feeling / sound of this.

Clarify

Repeat back to them what you hear, see and feel from them, get a “yes” from them.

Educate / Recommend

Tell them your expert opinion. This is your moment to shine as a professional, educator and coach to the client.



FIRST IMPRESSIONS

Q1 – Would you like to look soft and natural
or noticeably different?

Q2 – How do maintain your hair at home?

Q3 – Are you after a sustainable hairstyle?



QUESTIONS

RACE TO THE BOTTOM

Quote colour over the phone and online

Agree with clients on everything

Ask low resolution questions

No quotation before you start



Q — What are you aiming for?

You have to be aiming at something as you cannot catch what you are not pursuing.

TIP:

Stand between order and chaos, as you have to stand up for what you believe in.



QUESTIONS

Before starting your service always explain to each client how much the service will cost. If they say it is too much money, then ask the client what their budget is and let them know what service you can provide to them, within their budget.

This is the IKEA approach to pricing. You can add more or take off, depending on their budget, therefore it is all up front and honest.



QUOTING

If a client says she has been already quoted by another staff member and the price is very high for what you are going to do, then you have to say to the client:

“Yes no problem. What I have quoted you is for more work than your original quote, so it is up to you. I can do the original quoted price with less detail or my quote with everything as we have discussed today.”

Keep it clear for her to see you are helping her make a decision.



QUOTING



CLIENT EXPECTATION



CLIENT BUDGET

RACE TO THE TOP USING LOVING SPEECH

I am here for you



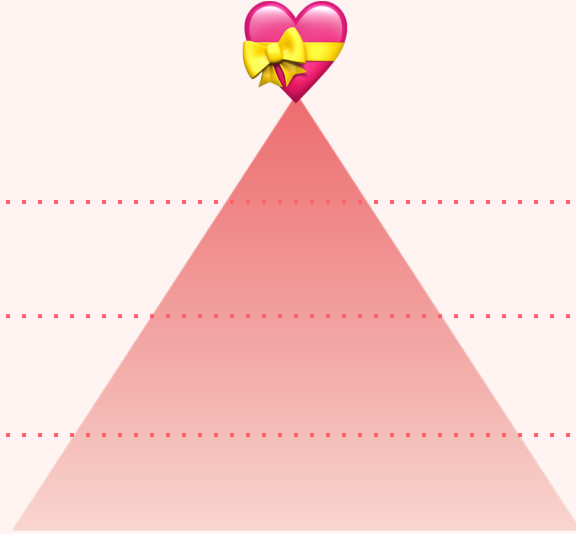
This is a happy moment



You are very special



It makes me happy to see you



TIP:

Keep mantra notes in your trolley to help you stay on track with your clients





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Start a consultation

Facial Consultation
Template



Injectables Consultation



Create form

Try the experts

Try a consultation created by one of our experts

Dario Cotroneo

Meet your hair salon client's
expectations

Industry templates

Start with a sample template

Facial Consultation

Help your clients put their best
face forward

Aesthetics Medical History
and Consultation

Start your treatment plan with the
full picture.

Massage Consultation

Take the stress out of massages

Consent Form for
Beauty Records

Start your client's journey on the
right page

Client Intake Form

Create and update your
client records

Cosmetic Injectables
Treatment Record

Detailed record for
injectable procedures

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CUSTOMISABLE FORMS

Cancel

New template

Preview

Save

Search questions

Short Answer

Ask a question with a short answer

Long Answer

Ask a question with a longer answer

Heading

Create a heading for a section

Checkbox

Ask to confirm something

Choose from List

A list of options that can be ticked

Drawing

Draw on an image or a photo

Signature

Ask for a signature

Date

Ask for a date

Text Block

Add a paragraph without a question

Client details

Client details now sync automatically to Timely. [Learn more.](#)

Heading

Welcome to Dario Salon, please fill out this for, so we can understand your needs and give you a fabulous hair experience.

Name

First name

Last name

Email

Email address

Mobile number

SMS Number

Short Answer

Question

Long Answer

Question

Signature

Question

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Offer a seamless experience,
and reduce paper and admin

Cancel

Scope of work

What's your name?

First name

Sam

Last name

Williams

Let's recap on what we've agreed you're having today

Haircut to have a lob with weight removed underneath.
Blonde colour to be darker to protect my hair condition.
Treatment to make my hair feel better.

What would you most like to improve

Haircut & colour + condition

Quote

\$880

Time

6 hours

What type of experience would you prefer? (optional)

☒ Conversation

☐ Time out

The logo for 'timelyconsult' features a circular icon with a stylized 't' inside, followed by the text 'timelyconsult' in a lowercase, sans-serif font.

Cancel Scope of work

How often do you visit the salon for maintenance? (optional)

☐ 3-5 weeks

☒ 6-8 weeks

☐ 10-12 weeks


☐ Every 6 months

☐ Once a year

Is there anything you'd like us to know before we start?
I.e. specific budget, or when you need to leave the salon by (optional)

I want my hair to look expensive

Signature (optional)

☒ 

Please sign in the box above Clear

Complete

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I take **responsibility** for the **energy** and **ideas you bring**

Never give them a reason to say **no**

Being wrong is **not fatal**



SET CLEAR
BOUNDARIES



Happiness

Ask your client to use her phone and press record and face it towards the mirror, so she can take you home with her.

This is when you summarise your beauty or styling advice and product usage selection.

This will include how to maintain their look, and how to get the most out of it.



SUMMARY / RECAP

Cancel Scope of work

What's your name?

First name Sam

Last name Williams

Let's recap on what we've agreed you're having today

Haircut to have a lob with weight removed underneath.
Blonde colour to be darker to protect my hair condition.
Treatment to make my hair feel better.

What would you most like to improve

Haircut & colour + condition

Quote \$880

Time 6 hours

What type of experience would you prefer? (optional)

☒ Conversation

☐ Time out

BEFORE SERVICE

Cancel After service sign off

What's your name?

First name Sam


Last name Williams

We hope you're happy with your service today. Please let us know if not.

☒ Yes

☐ No

Signature (optional)



Please sign in the box above [Clear](#)

Complete

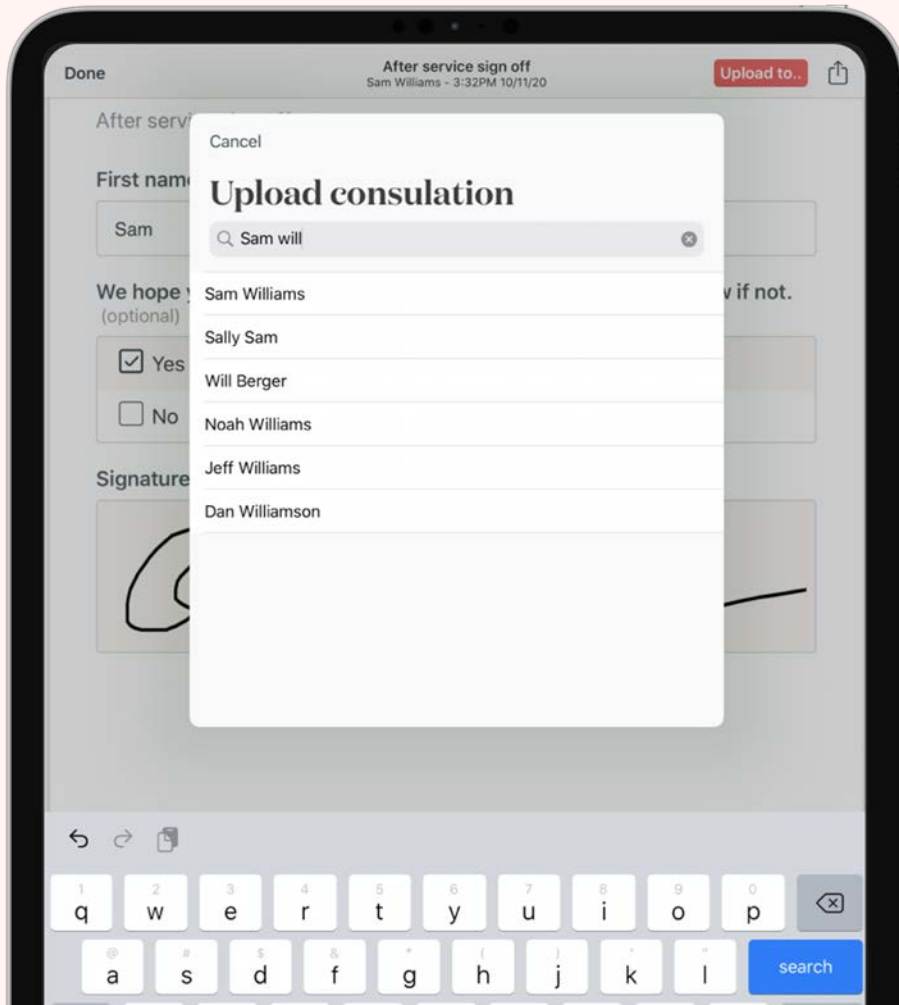
AFTER SERVICE



Done

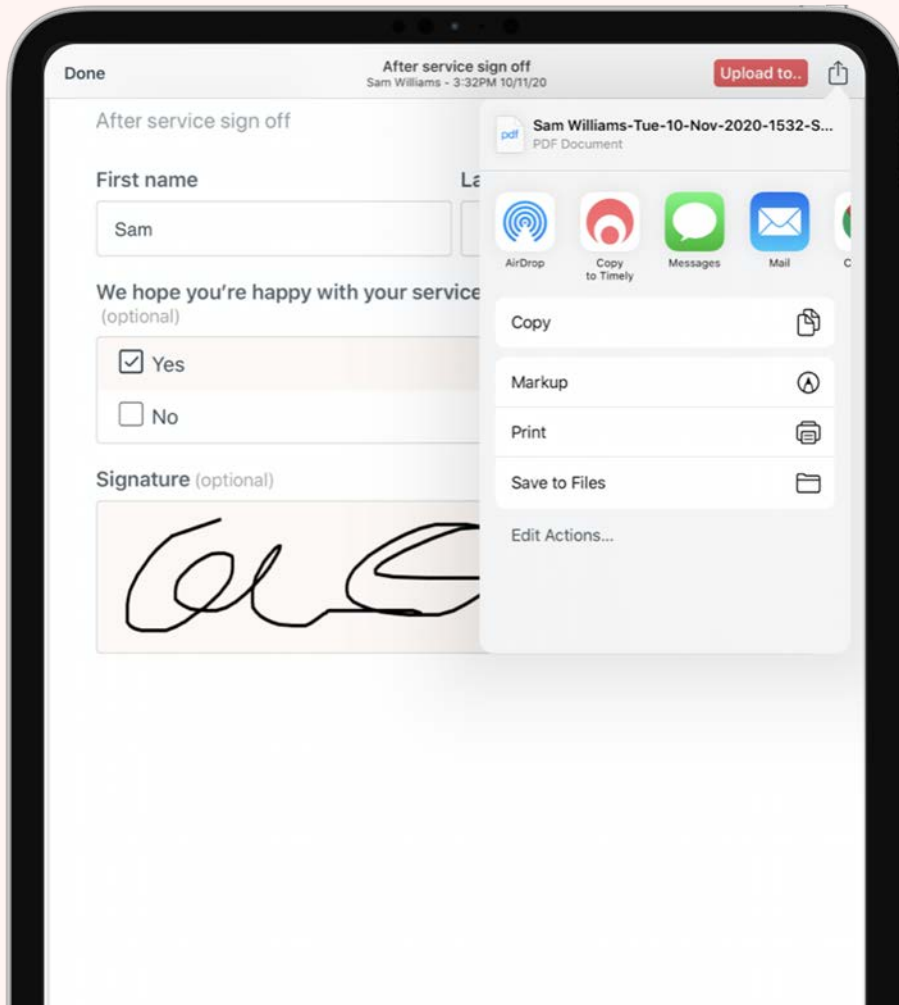
Thank you!
Please return to staff

EASY



The logo for 'timelyconsult' features a circular icon with a stylized 't' inside, followed by the word 'timelyconsult' in a lowercase, sans-serif font.

Sync the consultation to a
client record in Timely



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CLASS 7

Before & After Care

**Consultation
Masterclass**
Dario Cotroneo

WEDNESDAY 18TH NOVEMBER
8AM GMT. 7PM AEST. 9PM NZT

