

Unit 201: Principles and practices of hairdressing and barbering services

Aftercare

The importance of aftercare

As part of the client's service, it is important for you to discuss aftercare products and services. This will help to maintain their chemical service and give them options for future services. Give your client clear recommendations and write this on their record card:

- the importance of following analysis advice, and acting on it
- how long the service will take and how much it will cost
- maintenance and styling recommendations between appointments
- the benefits of using salon aftercare products
- how often to return to the salon to maintain the service.

Products

As you are working through the service, you should be demonstrating and discussing products with your client.

To do this effectively, you must read and follow the manufacturer's instructions, and understand what the products can achieve. You can even discuss the shampoo and conditioning products that you use at the basin and their benefits.



Good product knowledge

It is important that you ensure you are up to date with the salon services offered. To be able to sell and recommend additional or new services and products, you need to know what is available and how your clients can benefit from them. It is important that you have good product and service knowledge to ensure that:

- ✓ you follow the Sale of Goods Act and the Trade Descriptions Act
- ✓ the client benefits from purchasing your recommendations
- ✓ you give accurate advice and information
- ✓ you effectively promote the products and services that the salon offers.

Maintaining the look

It is professional practice to discuss with your client how they can maintain the look.

When you are carrying out the finishing service, talk to your client about the products you are using and demonstrate how you are applying them. It is a good idea to:

- ✓ show the client how much product you are using before you apply it
- ✓ give them the product to hold so they can read about it, feel it and smell it
- ✓ let your client apply the product themselves, after talking them through how best to do it
- ✓ explain the features and benefits of the product.

Features and benefits

What are features and benefits of a product?

Features = characteristics

- What it does
- How long it will last
- how to use it
- How much it costs
- What ingredients it contains

Benefits = what it can do for you

- Enhances the style
- Prolongs the life of a colour
- Provides longevity to the style
- Improves the condition of the hair
- Easier for the client to maintain their hair



Time interval between services

When you have completed the service, you need to advise the client when they should return to the salon.

Service	Recommendation
Blow dry	If the client would like a regular blow dry, advise them to book an appointment either once or twice a week to keep the style
Cut	Hair grows 1.25cm per month on average, so the style will grow out between four and six weeks. Recommend they re-book when the style loses its shape
Full head colour	A regrowth will be visible on a full head colour as it grows out. Recommend that the client rebooks in 4–6 weeks
Partial head colour	This colour will not be too noticeable as it grows out. Recommend that the client returns when they would like to refresh the colour

Good selling techniques

You should suggest additional services and products that will enhance your client's hair and help them to maintain their style at home.

Ensure that you give an appropriate range of information, and only recommend products and services that you are trained in or know about in depth.

Be clear about the information you offer and make recommendations to suit the client's needs.

Avoid jargon and speak in non-technical terms, using client-friendly language.



Good selling techniques (continued)

Be precise, clear and accurate about the information that you give.

Allow your client time to ask questions about the services or products.

Recognise signs of negative body language, such as a lack of eye contact or frowning, and positive body language, such as smiling, eye contact and an open posture that shows interest.

If your client is not interested, do not pursue it. Make a note on their record card to discuss the product at their next appointment.



Completing the sale

You will need to decide whether you think your client is interested or not in the service or product that you are recommending.

Almost every client is a potential sale; some may just rebook for their service, while others might treat themselves to new products, or buy them for a friend or family member, and some will want a new service. If your client does not express any interest in the service or product you are recommending, then you must close the discussion and move on to neutral conversation.



Any questions?