

INSALON MAGAZINE

# OBSESSIONS

HOW TO HAVE A GREAT CONSULTATION.

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SALON OWNER

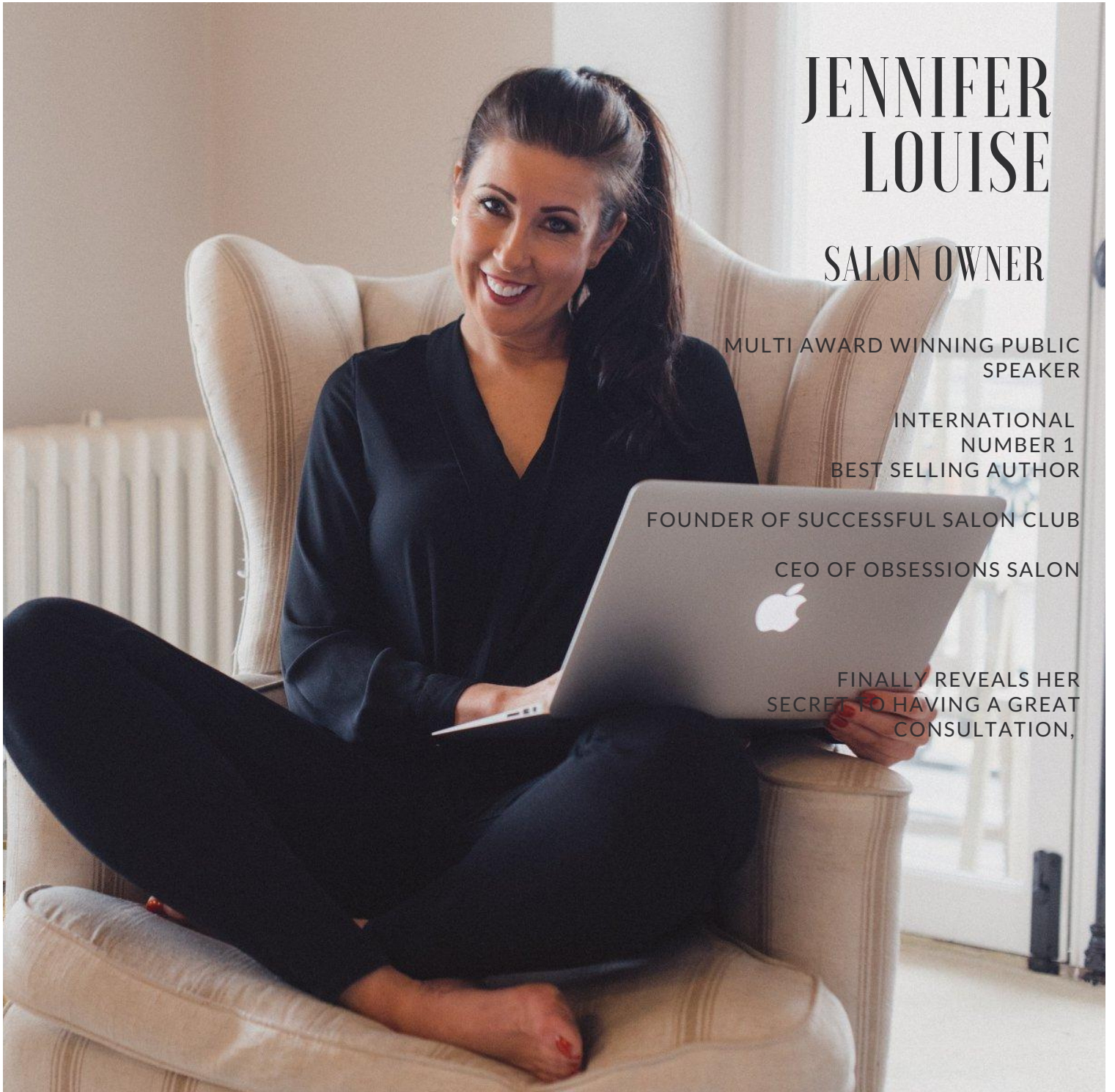
MULTI AWARD WINNING PUBLIC  
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INTERNATIONAL  
NUMBER 1  
BEST SELLING AUTHOR

FOUNDER OF SUCCESSFUL SALON CLUB

CEO OF OBSESSIONS SALON

FINALLY REVEALS HER  
SECRET TO HAVING A GREAT  
CONSULTATION,





# JENNIFER OBSESSIONS SALON

Above  
Jennifer holds an indepth  
consultation with a salon client..

I believe the foundation of a great consultation is about honesty just like in every other relationship you have in your life. BUT I believe this sits for both parties not just the stylist but the client (or guest as we call them in my salon) also.

We need to be truthful with you for a few reasons.

1) If something wont look good we need to tell you and you need to listen.

When we design a haircut we are taking into consideration your best features and your worst not because we are judging you, but because we want to minimise your not so great parts and bring out your best features.

For instance if a client had a Super long face and a real heavy chest a long one length cut that lands on the boobs and draws attention to them would look too top heavy.

THE SECRET  
TO A  
GREAT  
IN SALON  
CONSULTATION

So I need to be able to honestly say to you, that wouldn't work and suggest something that would bring out your best features so that when someone enters into a conversation with you that's what they see first.

2) I need to be honest and tell you that the colour you want isn't going to be achievable this time round instead of agreeing to it because I want to make you happy (Hairdressers are natural people pleasers)

Instead this could may take me 2 go's and cost X amount of money and in the case of some fashion colours only last a week or so. You can then decide to go ahead or not.

3) I need to be honest about the condition of your hair and if it's bad and we don't tackle it you're wasting money colouring it as it will fade super quick.

4) I need to be honest about the products you're using at home so that they don't compromise the colour I just spent 2 hours creating in just 3 washes at home.

5) I need to be honest with you if the colour / style you're asking for is NOT my strong point and someone else in the salon would do it far better than me, so you can get the exact stylist you need to match your needs.

6) I need to be honest and able to talk about cost without so that you don't get a shock and understand the maintenance value of your desired new hair.

7) AND finally I need to be honest about the maintenance time span to keep the hair your investing in looking tip top.

BUT YOU ALSO NEED TO BE HONEST TOO.

I am I hear you screaming inside, lets break this down so you really understand what I mean.

1) Be honest about whats on your hair. If we know the truth we can assess the situation and alter what we would have used. I mean EVERYTHING Colour, box dye, shampoo, oils, treatments. Tell us everything you use. For instance if an oil is on the hair and not removed before colouring the colour will take in patches, If you have had a box dye on your hair 2 colours ago it will still be on there and react with what we are doing. You may feel like there's no need to mention it but we really need to know. If I know there will be an undertone of red shifting through I can choose to neutralise or make it more vibrant. If I don't know its there I can do neither and the result will be out of my hands.

2) Be honest if you don't like what's being suggested. If you just go with the flow without really liking it just to please your stylist you will be unhappy with the outcome. As we go along a consultation you need to say if you don't like or indeed don't understand what your stylist is talking about. Clarity is key here and that's why we use pictures asking what you love and what you hate about each one.

3) Be honest about how often you wash your hair and the level of commitment you have. This way your stylist will avoid designing something that needs to be washed and styled everyday if you only want to put min effort into it. You will get a much better result without the care package if you just say.

4) Be honest about your budget. If your stylist knows how much you have to spend today and on a monthly budget they can get you where you want to go at a price you can afford. It may mean that they get you there in stages so that each visit is cheaper or apply the colour using a different technique so that you don't have to visit so often. We really can craft the perfect package for you but we need to know what that is first.

5) Be honest about the shampoo and conditioner you are using at home. If you're investing in an expensive colour service we want it to last the max amount of time. If you're using a cheap harsh shampoo the likelihood of that happening is low. Your stylist needs to know exactly what you are using to also determine if they need to do a deep cleanse to remove the product build up on the hair before trying to colour it. Product buildup can also effect the blow-dry and how our products react with your hair also so be up front.

Honesty really is the best policy...

At obsessions our consultations are built to be a fun experience. Think of it like a first date. Building a connection, a friendship with someone who is going to care for you and your hair for a long time to come.

Looking after all your needs, Helping you to learn how to recreate your new hairstyle at home yourself, so you can look amazing all year round.

Searching out new ways to keep your look updated and current with all the latest trends and new products.

We invest in training the whole team every week of the year. Our Friday mornings are dedicated to the consistent development of our skill set's so that we can bring you the latest amazing hair.

The team and I really cant wait to meet you so if you haven't already hit that **BOOK NOW** button to the Right of this page and start your Obsession with us.

If you want a consultation call first to find out which stylist would be a prefect match for you Give me a call on 01843 852662 and I will be happy to work through that with you.

Much Love

Jennifer

