Objectives:

- Greeting a client who is coming back to your salon
- Consulting with a client you have worked with before
- Describing several different hairstyles

It is not enough to get a new client—you have to keep them! A client’s first priority is how good the haircut is, but they also prefer hairstylists who are friendly. You have to work hard to be friendly, and to let your customers know you want their business! Keeping your clients begins before they walk in the door and continues until after they leave.

In this unit, you will learn:

Vocabulary and Reading: Brunette and black colors; Haircuts;

Article: “This Year’s Hottest Looks”

Writing: Filling in a client card 2

Talking: Greeting a returning client and doing the consultation
Vocabulary

Before class, be sure to review the vocabulary words, look at the pictures, and read the article posted on the web pages for unit 3.

<table>
<thead>
<tr>
<th>Hair Colors</th>
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<tbody>
<tr>
<td><strong>Brown</strong></td>
</tr>
<tr>
<td>Light</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Dark</td>
</tr>
<tr>
<td>Warm/Golden</td>
</tr>
<tr>
<td>Caramel</td>
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<tr>
<td>Chocolate</td>
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<tr>
<td>Honey</td>
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</table>

Haircuts

<table>
<thead>
<tr>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pixie Cut</td>
<td>Shag</td>
<td>Classic</td>
</tr>
<tr>
<td>Short Bob</td>
<td>Medium Bob</td>
<td></td>
</tr>
</tbody>
</table>

Other Hairstyling Words:

Body  Grow out  Hottest  Timeless
Frame the face  Maintenance  Twist

Classroom Activity

Practice talking about haircuts and colors with your classmates. Suggest some new styles, and see what they recommend for you.
As we have said before, communication is one of the most important parts of being a hairstylist. You need to ask the right questions, and also listen to what your client wants.

The unit 3 website has practice activities on greeting returning clients and doing consultations with them.

Greetings

Objectives when greeting a returning client:

- Acknowledge the client and that they have been to the salon before
  
  o Hi! It’s good to see you again!
  o Thanks for coming in!

- Let them know you will start soon, even if you are busy with another client—customers want to know they are a priority!

  o Come back to my chair and we’ll talk.
  o I’ll be ready for you in just a moment.
  o I’ll be ready for you in a few minutes.
Consultation

The consultation for a returning client is similar to one for a new client. There is one important difference, though. Since you did their hair last time, you know exactly what color and cut was done.

- Begin by asking about the previous haircut

  o What did you think of your hair last time?
  o How did your last hairdo work for you?
  o Do you want your hair the same as last time, or would you like to change anything?

- If they want to change something, focus on what they want altered

  o Do you want your hair shorter?
  o Would you like a lighter or a darker color?

- After you have a general idea, get more specific*

  o Do you want a short bob?
  o Would you like a chocolate brown, or soft black color?

- Before you do anything to the client’s hair, confirm what they want

  o So, you would like to keep your hair the same color, but shorten it a little.
  o Just to be clear, we’re only going to give you a trim.

*Helpful hint: You should show pictures of hairstyles whenever possible. This will help to understand exactly what the client wants

Classroom Activity
Practice greetings and consultations with your classmates.
Writing

Client Card:

As discussed in Chapter —— there are many different kinds of client cards. However, they all have the same basic information.

Below is an example of a client card. Most client cards are done on computers now.

Visit the Unit 3 website for Practice Activity 3 on client cards.

Review from chapter 1:
The first part of the client form always has contact information for the client. The exact details will depend on the salon where you work.

Classroom Activity
In this unit, you started learning about a few different hair colors and cuts.

Many aspects of hair styling are cultural. How do you think attitudes about cuts and colors differ in North America from those of your home country? What are some similarities?