

Sharing Solutions - NOT Selling

No one likes to be 'sold'.

And not many people are comfortable with being a 'sales person'.

So, don't put you or your client in this position!

In the beauty biz, you are a professional with specialized knowledge that your client needs, wants and values. Don't hold back from sharing your knowledge. Share it in a professional, easy to understand and useful way. Don't just talk AT your client about products. Find out what they really need to know – then make a customized response that fits their life style and goals. This is truly professional and useful.

Be genuinely curious about your client:

You must find out what issues your client has before you just start talking about a product. If you just start talking AT your client about a product – that's selling – or being an advertisement. Don't do it.

Be genuinely curious about their problems:

You should be interested in the various problems that can affect your client with regard to your specialty/service. Hair, Skin, Nails – are all part of a larger system... Find out how what issues your client may be dealing with. Life changes, time constraints, the good, the bad and the ugly: Get the details!

Question from the beginning and thru to the end of their current routine. You may find it is simple user-error, feeling overwhelmed or just plain misinformation that is holding your client back from true happiness! They may not need anything new – just a new way of using a current product – or a slight adjustment in their use, application or even their expectations.

You are the Pro – help them get the results they desire!

Be genuinely curious about possible solutions:

You are a professional in the beauty biz. Clients look up to you. Know your stuff. Be curious about the 'old school' as well as the latest innovations. Learn ingredients – this is the bases for it all – old and new. You can 'cross-train' tons of information on any product if you know the identity and expected result of various ingredients. You should be able to 'read the language' of the beauty biz – and much of it is on the BACK of the box – in the ingredient panel... not the advertising tag line on the front!! Help your clients interpret what they need. Be their translator.

Ingredients are the KEY to useful knowledge:

- Read box for tag lines – then read ingredients to see what truly 'matches' these claims (if at all).
 - Look up Ingredients on the net: Paula's Choice - wisegeek – wiki – etc.
 - Follow product blogs. What's the new in the beauty biz?
- Make cheat sheets on key Ingredients – and don't be afraid to use them. You can even read them with the client. Seeing things in print helps everyone's retention of new information.

Think of a time:

You **shared** your knowledge/opinion on an activity you are good at.
This equals = Your Pro education and expertise in the beauty biz

You **raved** to a friend about a location/town/vacation spot you know and love.
This equals = Your product/ingredient knowledge

You **shared** a recipe you know a friend would love to try.
This equals = How to properly use a product & get results.

You **helped** someone who was lost find their destination.
This equals = Helping client make decisions based on current 'location' & goal.

Find out your client's NEEDS & DESIRES with an INTAKE questionnaire:

A great 'excuse' for doing this is to have offer samples – you need to find out which ones will be most appropriate... Be sure to explain why and how to use them based on the profile they just helped you build. This will motivate them with their own words and desires.

Share the various options (even ones you don't have):

You need to know what's in the market place. Ads, PR, Product/ingredient 'tag lines' are just that much more information you can use for product knowledge. How are others 'positioning' a product/ingredient – and do the same!

Help your client make a good decision:

Based on what you learned from the INTAKE – you know where they are, how much time they have and what their goal is. They may be overwhelmed. But you can weed out the excess and give them the basics of what they need to focus on to accomplish their goals!

Offer your FREE GIFT with every service:

Your professional knowledge is a GIFT that they can take with them and really USE!

Share it with every client. You will deepen your bond, extend their respect for you and your services and they will grow to know you as an informed beauty source they can truly rely on.

This is NOT something you need to 'turn on/off' – you can make it be part of your regular service as easily as you say 'how have you been?'

Be proactive in your questions – and really listen to the answers. Gather details, share your opinion, and help them decide what's best for them. Even if you don't sell it!

You may be doing this type of exchange already for their love life – now do it for something you're really qualified for – skin care!

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Be genuinely curious about their problems.

Be genuinely curious about possible solutions.

Share Solutions – Don't Sell!