Introduction to Cosmetology

The Importance of Effective Communication

Introduce topic and slide presentation.
The Importance of Effective Communication

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How do you think a client would feel if they were trying to talk to you and you were on your cell phone?

Discuss.
Instructional Objectives

- Be able to communicate and behave in a professional manner when dealing with clients

- Use effective communication techniques when dealing with clients
Communication

- Exchange of information by thoughts, opinions, or information by speech, writing or signs

- Sometimes the message you send is not always the message that is received.
Effective Communication

A. Verbal communication
   1. Power of what you say: Be sure to be knowledgeable about what you say to people.
   2. Inflection: Change in pitch or tone of voice
   3. Tone: Pleasant tone of voice communicates the idea that you want to express.
   4. Grammar: Using the standard grammar will gain respect from your clients. Using slang will turn them off.
   5. Conversational manners: Be sensitive, tactful, honest without offending your clients and co-workers.

B. Non-verbal communication
   1. Gestures: Body language
   2. Eye Contact: Looking at the person is acknowledgement that you are listening. Do not roll your eyes.
   3. Appearance: Looking professional will get a client’s positive attention.
   4. Facial expressions: Worth a thousand words.
   5. Body language
      1. Negative: Arms crossed, scowl on your face, not smiling.
      2. Positive: Arms open, standing tall and confident, and smiling
Practice verbal skills daily.
Allow students to brainstorm examples of non-verbal communication.
Communication can also be written (letters/flyers/signs) or electronic (email).

Discuss the importance of correct grammar and spelling on salon flyers and signage. What does this say to potential clients?

Discuss email etiquette.
3. Personality qualities
   A. Attitude: Can affect others around you. Attitudes are learned, positive/negative. They can be changed for the better.
   B. Manners: Good human relations, kind and considerate.
Distribute handout It Matters How You Say It! (see All Lessons Attachments tab) and allow students to practice using a different tone of voice and inflection when asking the question, “What do you want me to do?”
Your personal qualities play an important role in how your non-verbal communication is perceived by your clients.
4. Structure of conversation
A. Client communication: Direct the conversation. Do not gossip or complain. Do not talk about personal issues, politics or religion. Talk about beauty and fashion. Be a good listener.
B. In-salon communication with co-workers: Same as above applies.
2. Telephone ethics
   A. Greeting: The first thing that you say when you pick up the phone.
   B. Introduction: Your name
   C. Tone: Pleasant and happy.
   D. Ask questions: Double check the information being requested by asking questions.
      Do not make assumptions.
   E. Listen: Carefully to what the client is saying.

Discuss the script you want used when answering the cosmetology classroom telephone.
Have each student develop a basic script for a salon, record on their phone and play it back for the class to evaluate.
Communication with Clients

Provide good customer service
Demonstrate respect to clients
Explaining treatment/service/product to the clients
Demonstrate good communication skills
View and discuss. Have students provide additional examples.
Discuss the importance of communicating effectively with co-workers.
Adapt methods of communication to suit different situations and client needs.

Have students provide examples.
How to handle an angry client

Click on link

View and discuss.
Tips for client follow-up

Click on link

View and discuss.
Resources and References

Images:
Microsoft Office Clip Art: Used with permission from Microsoft.

Textbook:
Resources and References

Youtube Videos:

Sam Villa Hair
5 Tips for Building Better Communication Skills in the Salon
http://youtu.be/pzLIKoxwKnY

Sam Villa Hair
How to Handle an Angry Client
http://youtu.be/Fs2Nj51t1wc

Q and A with Sam Villa
Tips for Client Follow-up
http://youtu.be/JkwopwmimWk