

3 WAYS

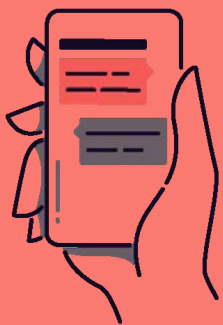
To enhance your connection
with your clients



1

BEFORE THE APPOINTMENT


Make sure your client can easily reach you in case they have questions or concerns



*Make the first move:
Use 2-way texting to remind them of appointment preparations in advance

2

DURING THE APPOINTMENT

- Always greet your client by name 
- Start your appointments with a short consultation
- Engage in small talk! This shows that you have a genuine interest in getting to know them

3 AFTER THE APPOINTMENT



- Take detailed notes about the customer's small talk points to bring up during your next salon appointment
- Provide the client with an easy way to provide feedback