



 | Aveda EDUCATION

# Beyond the Salon

virtual participant workbook

OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.

HORST RECHELBACHER, FOUNDER

# WELCOME

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# Day One

## learning objectives

By the end of today's session, you will:

- Understand how to develop rapport and build trust with your guest
- Learn how to effectively introduce a home care conversation
- Develop consultation skills for a more authentic home care recommendation

## the service cycle

### connect

Start establishing a connection the moment your guest walks in the salon, through simple habits like eye contact and a warm greeting, grounded in authentic interest and your ability to be present.

### discover needs

Explore the guest's issues and concerns through tactile and visual means and by encouraging dialogue about concerns, lifestyle, and goals.

### provide solutions

Use your professional expertise to suggest hair care products that address the guest's physical/lifestyle needs and concerns/goals.

### confirm

Invite your guest to take home the products that will help them to maintain their look and address any concerns.



# product knowledge

## Shampure™ Shampoo and Conditioner



### situation:

For fine to medium hair, hair feels dry or rough or lacks shine, looking for light nourishment.

### how it works:

The shampoo and conditioner contain Abyssinian oil.

Abyssinian oil is a natural silicone alternative that leaves hair shiny and soft.

### aroma:

Includes certified organic lavender, petitgrain and ylang ylang.

### key ideas:

98% naturally-derived shampoo and conditioner that delivers weightless nourishment, is silicone-free, and has Aveda's classic Shampure™ aroma."

## Hand Relief™ Moisturizing Creme



### situation:

For guests with dry hands or who hand wash frequently.

### how it works:

Nourishes, conditions and soothes skin with Andiroba oil and other plant hydrators.

### aroma:

Aveda's own pure-fume™ aroma with certified organic orange, lavandin, eucalyptus and other pure flower and plant essences.

### key ideas:

hand crème that intensely moisturizes and is formulated to last through 3 hand washes.



# creating connections

A key element in guest service.

**tips for creating connections with guests:**

## rituals of renewal

One of the key ways we create connection with our guests, and a unique Aveda point of difference, is through our Rituals of Renewal.

Aveda has several rituals of renewal. They are the: aroma sensory journey, stress relieving hand ritual, stress relieving arm ritual, stress relieving neck shoulder ritual, stress relieving scalp/shoulder ritual and makeup finishing touch ritual.

Our high touch approach creates a personalized experience for guests. It allows them to try a product and experience some wellness.

An important part of success with rituals is in how we offer them. If we offer affirmatively we are more likely to have guests engage in a ritual.



**affirmative examples of ways to invite a guest to experience a ritual:**

# discover needs

Checking the basics



## **scalp**

What is the condition of the guest's scalp? Normal, Dry, Dandruff, Oily, Red / Irritated, Thinning

## **density**

How dense is the guest's hair? Thin, Medium, Thick. The ponytail test, The visual test

## **thickness**

Hair that has been exposed to one or more types of damage: environmental, chemical, heat, or physical damage

## **texture**

What is the texture of the hair? Straight, Wavy, Curly, Coily

## **strength**

How strong is the hair? Elasticity test

## **hydration**

How thirsty is the hair? Backcomb test

## **no touch method**

Show your guest how to do the hair strength test and the hair hydration test on yourself and have them try on their own hair.

# product knowledge

## **Damage Remedy™**



### **situation:**

Hair that has been exposed to one or more types of damage: environmental, chemical, heat, or physical damage

### **how it works:**

A daily shampoo, conditioner and intensive treatment with quinoa protein to help strengthen and repair damaged hair.

### **aroma:**

An uplifting aroma with certified organic bergamot, mandarin and ylang ylang essential oils.

### **key ideas:**

The Damage Remedy system contains quinoa protein to help repair existing damage and keep your hair healthy if you heat style or color treat your hair.

# engaging the guest with questions

- Have you noticed any changes in your hair?
- Anything going on in your life that might be impacting how your hair is behaving for you?
- How did this hair style work out for you since you were in last?
- Is there anything you want to change about how you're managing your hair?
- Anything concerning you about your hair?
- How do you care for your hair right now?
- How do you like your hair to look when it's styled?
- What's important to you about your hair care products?



## make a commitment

What three consultation questions will you put into practice with your guests? What one key behavior are you taking with you today?



# Day Two

## learning objectives

By the end of today's session, you will:

- Practice consultation skills for a more authentic home care recommendation
- Understand how to create a product recommendation based on your guest's needs.
- Learn how to effectively present product recommendations to your guest.
- Develop skills to easily close the sale.

## flex your service - activity one

**When you are the Guest:** Review the Guest Profile – how would a guest reveal this information to their stylist?

**When you are the Professional:** Review the Shampure™ and Damage Remedy™ Product Profile, Refer back to the consultation questions as you prepare:

What questions do you need to ask about hair, scalp, and lifestyle? Would Shampure™ or Damage Remedy™ be the best fit for this guest? Why? How will you teach your guest the strength and hydration tests?

What aspects of the Aveda mission and values might interest this guest?

**Guest Profile A:** You have been experimenting with different shampoos and conditioners but haven't found one that works for you and your partner. You both have fine hair, although his is dry and your is not. You don't want to spend a lot of money but are willing to try something that might work if it is worth the cost.

**Guest Profile B:** You love changing your hair. You want to go back to platinum but you're a bit worried about how dry it seems to be getting. You are getting concerned you've done too much to your hair over the last year!

## product knowledge

### Invati Advanced™



#### situation:

Thinning hair, visible scalp, breakage, new hair growth, change in the hair's thickness.

#### how it works:

Wintergreen-derived salicylic acid removes build up that can clog pores. Certified Organic Amla instantly thickens hair.

#### aroma:

A luxurious aroma featuring certified organic lavender, rosemary and geranium.

#### key ideas:

Reduces hair loss by 53% and instantly thickens hair when applied once a day."

# product knowledge

## Thickening Tonic™



### situation:

Fine, flat hair. Long hair.

### how it works:

Amla instantly thickens the feel of each strand of hair. It also has corn to help hold fuller styles.

### aroma:

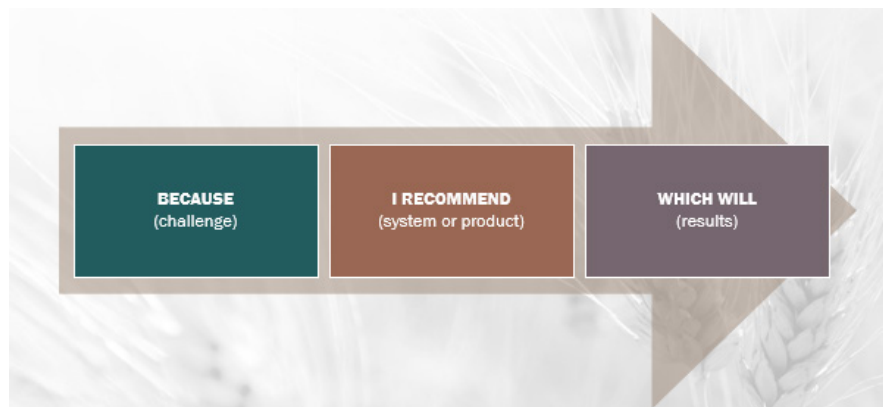
Aveda's own pure-fume™ aroma with certified organic rosemary, geranium, cinnamon and other pure flower and plant essences.

### key ideas:

Thickening tonic is a styling spray which will instantly thicken the feel of your hair.

## provide solutions

It's important to keep in mind that every product Aveda offers is a "solution" for a need our guest has, and the only way we can find the best solution for them is to understand what challenge or goal we are helping them with. This can only be accomplished by investing energy and time in our consultation.



Write your own solutions formula using Shampure™, Invati Advanced™ or Damage Remedy™.

Because \_\_\_\_\_ I recommend \_\_\_\_\_ which will \_\_\_\_\_.

# product knowledge

## Rosemary Mint™



### situation:

Oily, fine to medium hair types, overall hair in good health with no specific concerns.

### how it works:

The shampoo gently clarifies the hair with micelles and white vinegar.

The conditioner adds shine and helps to prevent tangles and static with the use of plant-conditioners and white vinegar for body.

### aroma:

Rosemary and Peppermint with other pure flower and plant essences, proven to energize, awaken the senses, and improve focus.

### key ideas:

Rosemary Mint gently clarifies and weightlessly conditions, leaving hair clean, healthy and full of body and shine

## Texture Tonic



### situation:

Smooth hair, layered hair, all hair lengths

### how it works:

This styling spray helps to add natural texture and definition to wet or dry hair. Sugar helps give hair soft texture and shine. Salt adds piecey texture.

### aroma:

Aveda's own pure-fume™ aroma with certified organic ginger, ylang ylang, clary sage and other pure flower and plant essences

### key ideas:

Texture tonic provides effortless texture and is great for all hair types. It can be applied on damp or dry hair

# confirm

We want to make sure we have heard the guest's needs/concerns correctly, that our recommendation resonated with him or her, and to ask a simple question "Would you like to take this product home with you today?"

- Which products would you like to take home today?
- What would you like to get started with today?
- This is everything you need to recreate your experience/style at home.
- Would you like to get started with the system or the basics today?

My favorite confirm statement is:

# flex your service - activity two

This time we are focusing on Provide Solutions and Confirm – Your goal in this round is to Provide Solutions and educate your guest on why Rosemary Mint or Invati will be the best option for her. Then, you are going to explain how to use the product, and Confirm that the product meets her needs and she wants to take it home.

## **When you are the guest:**

Review the Guest Profile – how would a guest reveal this information to their stylist?

## **When you are the Professional:**

Review the Invati™ and Rosemary Mint™ Product Profile

Refer back to the consultation questions as you prepare: Which product would be the best fit for this guest? Use the Solutions Formula to explain.

What will resonate with this guest about the product?

How will you explain how to use this product?

How will you ask the guest to buy this product?

## **Guest Profile A:**

You have had the same hairstyle for years. You don't like to change anything about your hair. Lately though, you have had a hard time getting the style right. You can't figure out what has changed, but you have noticed that you have more hair than normal in your sink after you finish getting ready in the morning.

## **Guest Profile B:**

Your hair and scalp feel somewhat oily, but not excessively. You don't want to fuss a lot with your products. You are very sensitive to different odors and dislike overly floral and sweet perfumes.

# make a commitment

Which closing statement resonates with you the most?

# Day Three

## learning objectives

By the end of today's session, you will:

- Understand why a guest may say no to a product recommendation.
- Learn how to respond to guest objections when raised.
- Develop skills to prevent and overcome your guest's objections to a product recommendation.

## product knowledge

### Be Curly™ Curl Enhancer



**situation:**

Curly, frizzy or wavy hair.

**how it works:**

Intensifies curl and reduces frizz; boosts shine.

**aroma:**

Aveda's own pure-fume™ aroma with certified organic lemon, geranium, bergamot, orange and other pure flower and plant essences.

**key ideas:**

Be Curly helps intensify your natural texture and curl, while combatting frizz and boosting shine."

### Smooth Infusion™ Style-prep Smoother



**situation:**

Desired style is smooth. Hair type can be smooth, straight, or curly, and is frequently heat-styled.

**how it works:**

Aloe, maize and guar help create a smooth. Certified organic tapioca starch defends against humidity for 12 hours of defense and hydrolyzed wheat protein helps to protect hair from heat

**aroma:**

Australian sandalwood and certified organic bergamot, palmarosa and other pure flower and plant essences

**key ideas:**

A lightweight crème that helps to smooth hair, combat frizz with 12-hour humidity defense, and protects from heat styling.

# overcoming objections

## Addressing Concerns

- When a guest voices a concern, this is an opportunity to return to the Provide Solutions step.
- The focus of addressing these concerns should be educating the guest about the product.

## The Concern Cycle

### Acknowledge

- Decreases any defensiveness
- Legitimizes issue
- Respects guest
- Clarifies issue

### Respond

- Addresses concern
- Can be information or reassurance

### Check In

- Confirms that response addressed concern



# common concerns

## You will create two lists in your breakout group:

- A list of ways your can prevent the guests from raising the objection
- A list of ways you can respond to the objections once raised and how to overcome it.

**Prevent**

**Overcome**



# product knowledge

## Nutriplenish™

### situation:

Hydration is not a one-size-fits-all category. The six products in the Nutriplenish™ system offer a solution for all hair types and textures.

### how it works:

All products contain Nutriplenish™ Complex, a vegan superfood blend that helps keep hair nourished. Superfood nutrients and potent plant actives help visibly replenish the hair: organic pomegranate seed oil, organic coconut oil and mango butter.

### aroma:

Aveda's own Pure-Fume™ Aroma featuring cocoa and certified organic cardamom and ginger

### key ideas:

Nutriplenish™ provides nutrient-powered hydration that lasts from shampoo to shampoo when using Nutriplenish™ Leave-In Conditioner



## flex your service - activity three

It is time to perform the full Service Cycle. Note that we are not using a guest profile! You are going to perform a genuine consultation with your partner, as if they were a guest in your salon, and determine what products you would recommend for them today – you can choose from any of the products we've discussed over the 3 days of our learning.

### When you are the Guest:

Be yourself! Tell your partner about your hair care concerns and goals.

Ask questions and raise concerns you have about your recommendation.

Give honest feedback to your partner – is this a product recommendation you would buy? Why or why not?

### When you are the Professional:

Utilize your new consultation questions and hair observations (strength and hydration tests) to Discover Needs.

Use the Solutions Formula to present your recommendation.

Educate your guest on usage.

Close the sale and overcome objections raised by your partner.

# make a commitment

What is the key behavior that you will start demonstrating with your next guest? Create an Action Plan - I have completed Beyond the Salon today, my personal commitment is:

## keep learning with [purepro](#)

We recommend you register for PurePro and create a learning path. PurePro is Aveda's social networking and learning portal. Here you can share your Portfolio with other Aveda stylists around the world, and even learn about new techniques or products.



MY PATH

## BLAZE YOUR OWN TRAIL

TRAVEL ON YOUR CUSTOMIZED LEARNING PATH,  
AND GAIN NEW KNOWLEDGE AND SKILLS AS YOU  
COMPLETE EACH REQUIREMENT.