

NEXT-LEVEL SERVICE: ELEVATE WITH AVEDA

AVEDA

PARTICIPANT LEAFLET

REFLECTION

What is luxury?

What does "luxury" mean to you
in a salon experience, either as a
guest or as a service provider?

What are the benefits
of creating a luxury
experience?

Which of these benefits speaks
to you? Why?

- Stronger Guest Loyalty
- More Referrals
- Higher Income Potential
- Professional Growth & Opportunities
- Personal Fulfillment
- Stand Out from the Competition

SERVICE WHEEL SELF-ASSESSMENT

Step 1: Rate each of the 10 steps from 1–5 based
on how well you execute that step, and color a
circle around the number.

1 = never

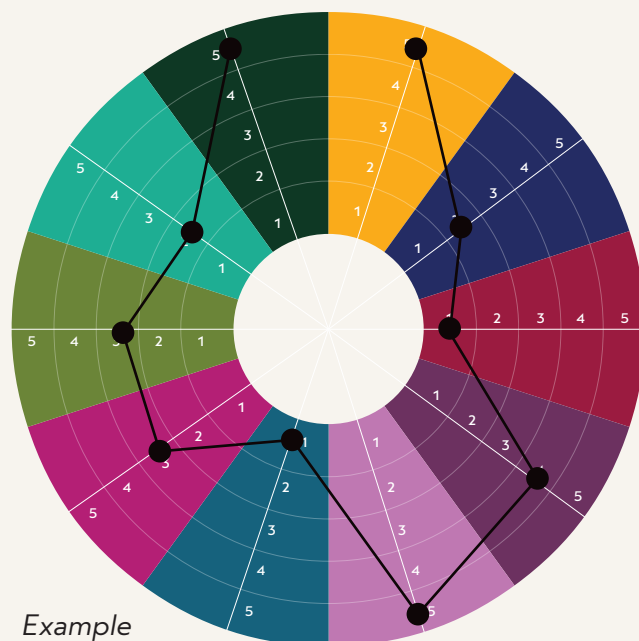
2 = occasionally

3 = about half the time

4 = most of the time

5 = every guest

Step 2: Connect the dots, and evaluate your peaks
and valleys.



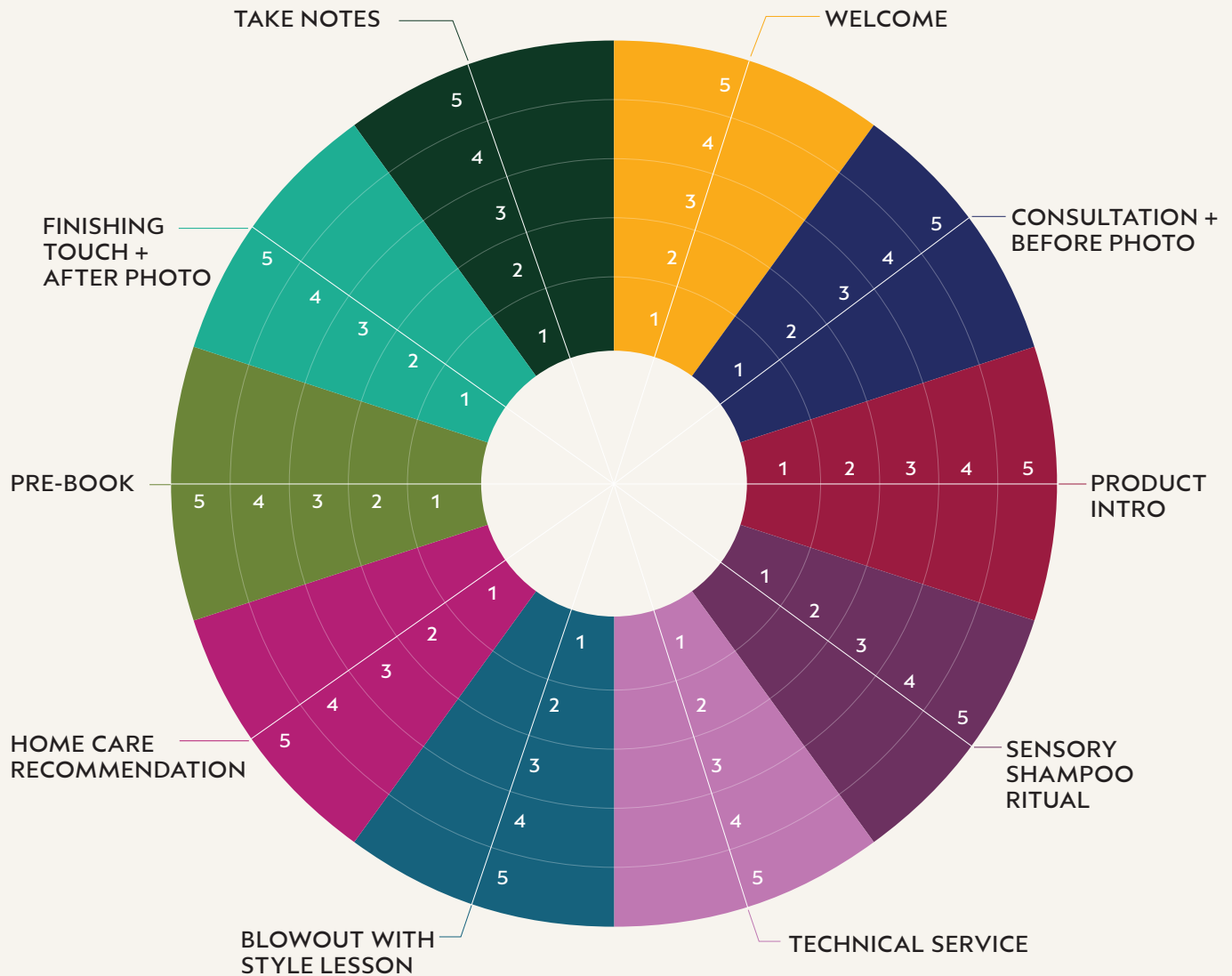
1 = never

2 = occasionally

3 = about half
the time

4 = most of
the time

5 = every guest



THE 5C CONSULTATION

CUT

Discuss the desired hair cut, length, style and how it will work with the guest's hair type and face shape.

- What's the ideal length and shape?
- How does the style suit their face shape and hair texture?

COLOR

Talk about the guest's desired hair color, including highlights, lowlights or all-over color.

- What are their color goals?
- Consider their skin tone and natural hair color.

CONDITION & CONTROL

Assess hair condition and hair care routine to determine style or color feasibility and how the guest manages their hair to help guide product recommendations.

- What's the current state of their hair?
- Is the hair easy to manage, or does it have a mind of its own?
- Are they looking for more control—smoother, more defined hair that holds its style—or do they prefer something soft and natural?

THE 5C CONSULTATION *CONTINUED*

COMMITMENT

Discuss the level of commitment the guest is willing to make to maintain their desired style and color.

- How much time, effort and budget are they ready to invest?
- Talk about maintenance, styling and future visits.

COST

Provide a transparent estimate of the total costs for the desired hair service,.

- Be transparent about pricing—cuts, color, treatments and add-ons.
- No surprises = more trust.

REFLECTION

- How does this change the way you currently approach consultations?
- Which of the 5 C's are you committed to incorporating more intentionally?

SERVICE WHEEL ACTION PLAN

The Service Experience Wheel is how we live out our salon values. It's a promise we make to our guests and to one another to demonstrate our level of service excellence, commitment and care with our guests, every day.

Instructions: Brainstorm with your small group about how to provide service excellence, and write your ideas in the spaces provided.

6 KEY COMPONENTS

1. Consultation

Examples of excellence:

- Ask open-ended questions like "Tell me how you want your hair to feel."
- Use the 5 C's (Cut, Color, Condition & Control, Commitment, Cost).
- Include a mini scalp/hair health analysis.

How can we implement the Consultation more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.

2. Rituals of Renewal

Examples of excellence:

- Offer at least one Ritual of Renewal to every guest.
- Share tips on how to use Aveda aromas in their home-care routine.
- Practice with a partner giving/receiving your favorite Ritual of Renewal.

How can we implement the Rituals of Renewal more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.

3. Technical Service

Examples of excellence:

- Partner with a teammate once a week to practice a skill you want to improve.
- Ask for feedback from peers after each haircut or color.
- Attend one Aveda technical class this quarter.

How can we implement the Technical Service more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.

4. Style Lesson

Examples of excellence:

- Teach one styling tip during every blowout
- Use the guest's phone to record a 30-second "how-to"
- Ask: "What tool do you use at home? Let me show you a tip for it."

How can we implement the Style Lesson more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.

5. Retail Sales

Examples of excellence:

- Use "Because you said..." language for every product recommendation.
- Display in-shower vs. out-of-shower products at your station.
- Use your favorite product during every service and talk about why.

How can we implement Retail Sales more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.

6. Pre-Booking

Examples of excellence:

- Use language like: "Let's lock in your next appointment now while your shape is fresh."
- Offer a mini-incentive (like priority booking or a small sample).
- Pre-book during the Style Lesson when they're feeling confident.

How can we implement Pre-booking more effectively?

Give a real-life example of how you can apply this tomorrow behind the chair.
