

NEXT-LEVEL SALON SERVICE: ELEVATE WITH AVEDA

COACHING GUIDE



AVEDA

HOW TO COACH THE SERVICE EXPERIENCE WHEEL

The Service Experience Wheel is our service scorecard. It tells us how well we are doing and where we have opportunities to improve.

Our service promise is to implement each step of the wheel with every guest, every day. When you observe your team in action, what do you notice? Where is your team strong in implementing the steps of the service experience? Where are the gaps?

COACHING PROCESS STEPS

Follow these simple coaching steps to help team members gain confidence and consistency in implementing service experience success behaviors.



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



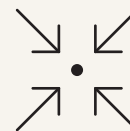
ASK

Get curious by asking questions about what you see. Listen.



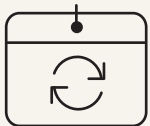
SHARE

Offer insights based on what you observe.



ALIGN

Gain consensus that improvement is needed.



PRACTICE

Practice behaviors to fill the gap.



COMMIT

Gain a commitment to practice.



CHECK IN

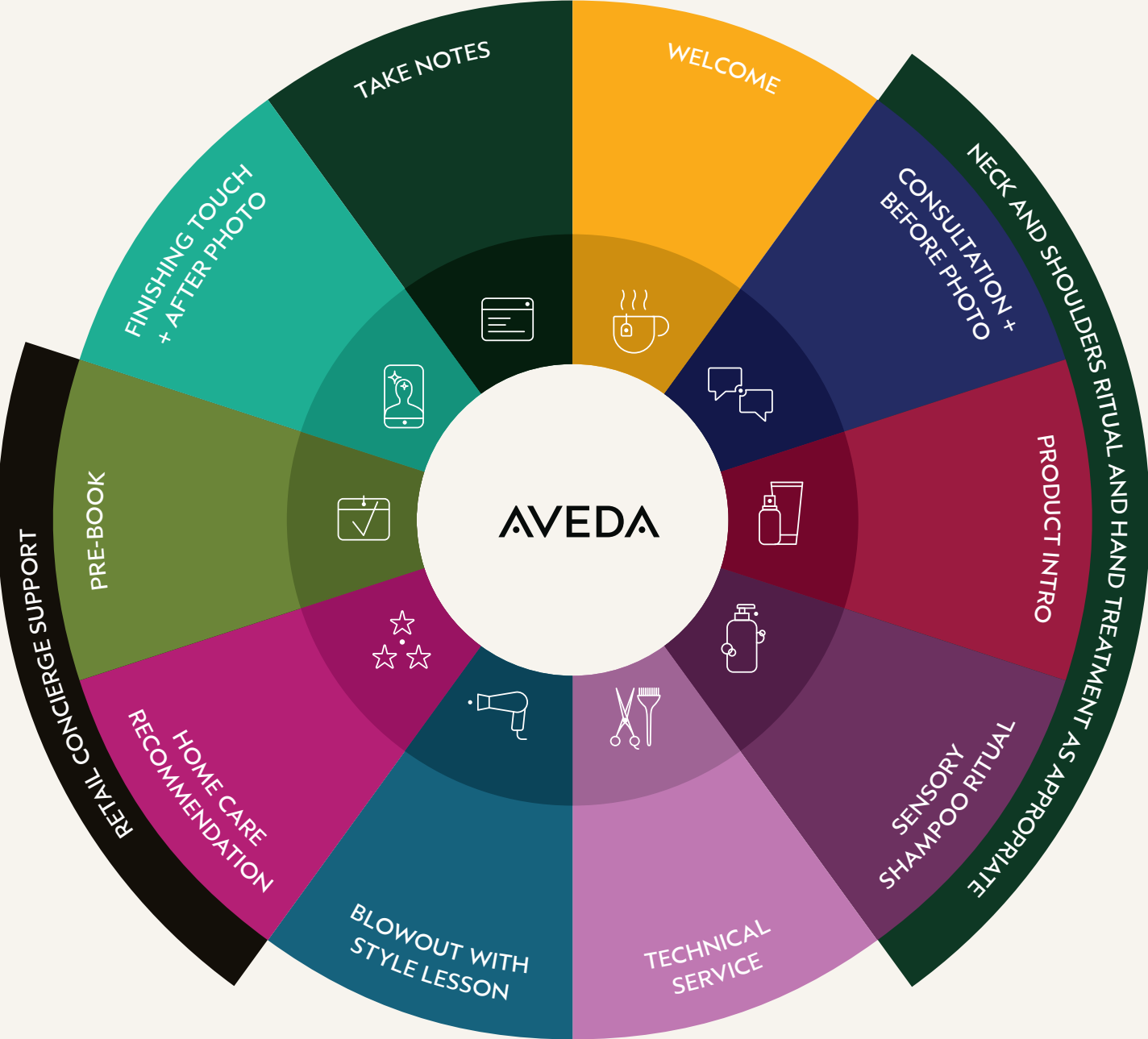
Celebrate progress and course correct.



REPEAT

Repeat. Repeat. Repeat.

AVEDA SALON SERVICE EXPERIENCE WHEEL



COACHING SCRIPTS



The first step in coaching any step of the wheel is to first observe that step. Watch first, then ask, share, align, practice, commit, check in and repeat, repeat, repeat.

WELCOME

- Warm welcome
- Aveda Comforting Tea/beverage
- New guest tour
- Escort to the chair



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



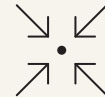
ASK

"How do you think we are doing?"
"Where are we strong, and where do we need more focus?"



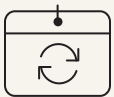
SHARE

"What I notice is..."
"Sometimes it looks like we..."



ALIGN

"Would you agree that we could do better with..."



PRACTICE

"Let's practice a warm welcome."



COMMIT

"How many guests can you try this with today?"



CHECK IN

"How is going? I love seeing you smile when you welcome guests. Well done."



REPEAT

Repeat. Repeat. Repeat.

CONSULTATION + BEFORE PHOTO



- Five C Consultation:
 - Cut
 - Color
 - Condition & Control
 - Commitment
 - Cost
- Before photo



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"How is it going with the before photo step?"
 "What's the hardest part of the 5C consultation for you?"



SHARE

"It looks like you forget the before photo, especially when you are running behind."
 "When I watch you with your guests, I notice you sometimes get lost in the steps of the consultation..."



ALIGN

"What's the benefit to you and your guest in taking before photos? In following the 5C consultation?"



PRACTICE

"Let's role play the 5C's..."



COMMIT

"Have a look at your book. Pick three guests that you can try this with right away."



CHECK IN

"How is it going?"
 "Thanks for leaning in... how can I continue to support you?"



REPEAT

Repeat. Repeat. Repeat.

PRODUCT INTRO



- Ask probing questions about preferences, routines and hair goals
- "Because you said...I recommend...which will..."
- Recommended maintenance and scheduling



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"How do you think the guest feels when you talk about what it takes to keep their hair looking great at the start of the service? How do they perceive you?"

"What things are involved in keeping a guest's hair looking great?"

"How can we be sure that guests are hearing about products, services and maintenance before the service begins?"



SHARE

"When I watch you deliver a consultation, I love how tuned in you are to your guest. I don't always hear you talk about the home care routine and maintenance. Why do you think that might be?"



ALIGN

"What is the opportunity in making a product introduction before the service begins? For you? For your guest?"



PRACTICE

"Pretend I am your guest; you have just given me a great 5C consultation. Let's practice, 'Because you said...I recommend...which will....' If you need more product training, let's get that organized."



COMMIT

"Are you ready to make a commitment to introducing products and talking about maintenance before the service begins? If so, amazing. Let's try it on your next guest. If not, let's talk about how we can increase your confidence."



CHECK IN

"How is the Product Intro step of the Service Experience Wheel going for you now? What's changed? What can we celebrate or practice more?"



REPEAT

Repeat. Repeat. Repeat.

SENSORY SHAMPOO RITUAL

- Share the products you are using and why



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What do you think is the guest's favorite part of the service?"
"When you look at the Service Experience Wheel behaviors for the shampoo ritual, which one do you like best? Least?"



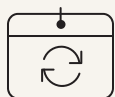
SHARE

"What I notice, tell me where I am wrong, is that you might not feel 100% confident with the steps of the Stress-Relieving Neck and Shoulders Ritual?"



ALIGN

"No worries. We can easily organize more practice."



PRACTICE

"Let's set up three practice sessions this week, using team members as models."



COMMIT

"Once you practice, when can you start with guests?"



CHECK IN

"How is it going? What's changed for you...?"



REPEAT

Repeat. Repeat. Repeat.

TECHNICAL SERVICE

- Execute 5C consultation with excellence
- Execute technical service with precision



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What did you love about what you did on that last guest?"
"What would you change?"



SHARE

"When I watch you work, I can see that sometimes you struggle with cutting certain shapes."



ALIGN

"What hair cut shapes feel most challenging? Would you like more practice on those shapes?"



PRACTICE

"Let's have [educator/team member] work with you on those shapes."



COMMIT

"What's your timeline for more practice and gaining confidence with those shapes?"



CHECK IN

"You must be feeling more confident. Your review ratings are great!"
[Or if the team member is struggling]
"I can see how hard you are trying. Let's dig into those hair cuts in a different way..."



REPEAT

Repeat. Repeat. Repeat.

BLOWOUT WITH STYLE LESSON



- Reference consultation choices
- Stylist show-and-tell with tools and products
- Guest practice with tools and products



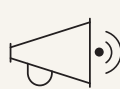
OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What's the hardest part of the style lesson?"
"What do you do when the guest says they don't have time?"



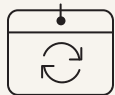
SHARE

"Tell me if I am off base...it looks like you might be spending extra time in the technical service and run out of time for the style lesson?"



ALIGN

"Would you agree that this might be an area of opportunity for you?"



PRACTICE

"Should we extend your service time, just until you get up to speed? Let's organize some practice time where you can work on getting the hair cut and the styling lesson done in the allotted time. It could be that something simple—like showing the guest how to hold the brush—is taking longer than it needs to..."



COMMIT

"Look at your schedule. What guest would make a great candidate to share what we practiced?"



CHECK IN

"What's improved since last time we connected? What are you working on now?"



REPEAT

Repeat. Repeat. Repeat.

HOME CARE RECOMMENDATION



- Stylist: "Because you said...I recommend... which will..."
- Connect the back to the front:
 - Basket program
 - Purescription™ Pads
 - Place 3 products
 - Point of sale system support



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What do you think you can do differently to make sure every guest gets a home care recommendation?"
 "How confident do you feel in recommending home care?"
 "Why do you think home care is so important? What gets in the way of making a recommendation to every guest?"



SHARE

"What I have observed is that...you get so into the technical service you forget to talk about what products you are using on the guest and why..."



ALIGN

"Thanks for sharing your insights. It's easy to get lost in the service especially when you are working to so hard on the technical outcome."



PRACTICE

"Let's spend some time walking through the steps of...[basket program, Purescription™ pad, three product recommendation, POS support]...Let's work on how to make it click for you."



COMMIT

"What does making a commitment to ... look like for you? Every guest, every day? Every guest, every service? What's your commitment statement?"



CHECK IN

"Try what we practiced on your guests today, then let's connect at the end of the day to see how it went."



REPEAT

Repeat. Repeat. Repeat.

PRE-BOOK



- Tell vs. ask
- Remove the word "about"
- Stylist: "Based on what we did today...I will need to see you in X weeks to keep your hair looking great."
- Concierge: "[Stylist name] would like to see you back in X weeks. Let me get that scheduled for you now."



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What is the hardest part of pre-booking for you?"



SHARE

"I hear you asking the guest if they would like to pre-book versus telling them to pre-book."



ALIGN

"I know it can feel awkward at first ... the guest thinks that you are their hair authority. They already trust you. They are looking for you to tell them—not ask them—when you need to see them again."



PRACTICE

"Let's practice. Pretend I am the guest...You say to me... "Based on what we did today, I will need to see you again in 8 weeks to keep your hair looking great."

"Now let's practice what to say when you walk the guest to the front. Remind them when you would like to see them again and get the concierge to help. You can say this to the concierge: [concierge name] will help schedule you in 8 weeks."



COMMIT

"Let's focus on pre-booking this week."



CHECK IN

"How is your pre-booking? What's changed for you?"



REPEAT

Repeat. Repeat. Repeat.

FINISHING TOUCH + AFTER PHOTO



- Finishing Touch Ritual
- After photo
- Permission to post



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What do your guests like best about the Finishing Touch Ritual?"
"What do you like best/least about the Finishing Touch?"
"What's the best part of the after photo?"



SHARE

"I see you taking the after photo all the time, which is great. What would it look like to give the guest a quick brow and lip refresh before the photo, so they are looking and feeling their best?"



ALIGN

"How do you think your guests would feel, if you did a brow and lip refresh with every service? How would that impact your results?"



PRACTICE

"Pretend I am your guest. Take me through the brow and lip refresh and take my photo. Let's time it so we can see how long it really takes."



COMMIT

"What does making a commitment to ... look like for you? Every guest, every day? Every guest, every service? What's your commitment statement?"



COMMIT

"Pick two guests and let's get started now."



REPEAT

Repeat. Repeat. Repeat.

TAKE NOTES

- Lifestyle notes and personal connections
- Product and service recommendations
- Treatment success and feedback
- Style details and changes



OBSERVE

Watch your team in action. What steps of the service experience wheel are they implementing? What are they missing?



ASK

"What happens when we don't have great guest notes in our POS system? What's the impact to you? The guest?"



SHARE

"We were trying to re-book one of your guests the other day and discovered there were no timing notes for her service in the system."



ALIGN

"We need to your help to make sure you are getting essential guest information entered into the system for every guest."



PRACTICE

"What does that process look for you? Beginning of the day? End of the day? After every guest? Let's find a rhythm that is right for you."



COMMIT

"What commitment can you make to keeping great guest notes? What's in it for you and the guest when you do?"



CHECK IN

"Thanks for the focus on guest notes. I love all the lifestyle information you are including. Keep up the great work!"



REPEAT

Repeat. Repeat. Repeat.

SERVICE EXPERIENCE CHECKLIST

Our Salon Service Promise is to implement each step of the Service Experience Wheel with every guest, every day. Using a 1–5 scale, determine how you are doing today: Where are your greatest opportunities? By leaning into your opportunities, what difference will it make for you and your guests?

Use a rating scale from 1–5 for each step:

5 = Every guest, every day 3 = Sometimes 1 = Not doing it

STEP	RATING
WELCOME	
CONSULTATION + BEFORE PHOTO	
PRODUCT INTRO	
SENSORY SHAMPOO RITUAL	
TECHNICAL SERVICE	
BLOWOUT WITH STYLE LESSON	
HOME CARE RECOMMENDATION	
PRE-BOOK	
FINISHING TOUCH + AFTER PHOTO	
TAKE NOTES	

Ways to Use the Score Card:

AT A HUDDLE

Review each step and have the team give feedback on areas of strength and opportunity.

AT YOUR STATION

Keep it in your drawer or on your phone as a reminder of what comes next.

AS A TRAINING TOOL

Make the steps of the wheel the foundation of your training process.

TO CELEBRATE

Use the wheel to celebrate team success and accomplishments.

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NOTES

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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.

AVEDA