

NIOXIN®

Consultation & Service Guide

Tips and techniques to help you elevate the consultation experience and offer specialized services to increase revenue.

What Is a Consultation?

Emotional Mapping

Communication

Environment

Retailing

Salon Services

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WHAT IS A CONSULTATION?

The consultation sets the tone for the entire service, and it starts from the moment you meet the client.

No matter how many times you see a client, it's best to have a full consultation at every single service.
















- Consultations help us organize our approach.
- Sensitive topics can sometimes arise, and having a method keeps us on track.
- A well-planned and well-executed consultation guides you in recommending the right care, treatments, and services for each client.

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EMOTIONAL MAPPING

- A salon appointment can bring out a variety of emotions for each client.
- It's important to understand what the client is feeling throughout the service and make them feel at ease.
- Clear communication during the consultation and setting realistic expectations will lead to a higher level of client satisfaction.

<u>Before Visit</u>		<u>Anticipation</u> <u>Accommodation</u>
<u>Entering Salon</u> <u>Waiting Time</u>		<u>Excitement</u>
<u>Consultation</u>		<u>Excitement</u>
<u>Shampoo,</u> <u>Head Massage</u>		<u>Pleasure</u> <u>Relaxation</u>
<u>Waiting</u>		<u>Negative</u> <u>Self-Awareness</u>
<u>Cut & Color</u>	 	<u>Up & Down</u> <u>Feelings</u>
<u>Finish</u>	 	<u>Up & Down</u> <u>Feelings</u>
<u>View in the Mirror</u> <u>to See the Result</u>	 	<u>Hesitation</u>
<u>Paying,</u> <u>Leaving</u>	 	<u>Either</u> <u>Frustration</u> <u>or Joy</u>

Neutral
Feelings

Strong
Feelings

POSITIVE EMOTIONS

NEGATIVE EMOTIONS

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COMMUNICATION

+ Good preparation helps facilitate the conversation with your client

+ Use these tips to help the conversation flow:

- **Personal introduction** – Share a bit about who you are and what you love about being a hairdresser.
- **Open body language** – Use open posture, even when sitting. Avoid crossing your arms or slouching.
- **Careful listening** – As professionals, we need to actively listen, pick up on cues, and investigate. The client should be doing most of the talking.
- **Open-ended questions** – Keep the questions open and allow the client to expand on their thoughts. At this point, we want to hold off on suggestions.

+ Conversation starters:

- Tell me about your hair.
- Tell me about your haircare and styling routine. What types of products do you use and how often?
- Tell me what you like and don't like about your hair.
- Have you noticed any changes with your hair or scalp? Tell me about those changes and when you first noticed.
- If you could change anything about your hair, what would it be?



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ENVIRONMENT

environment sets the mood

It's important to ensure your client's comfort by creating an environment where the client feels at ease and preferably away from others, especially if discussing sensitive topics like hair loss or scalp issues.

Use these tips to help the conversation flow:

+ Be at the same level

- Try to sit next to your client vs. talking through the mirror.
- If you can't sit, pump the chair up to be as close to your eye level as possible.
- This "levels the playing field" of the beginning of the consultation.

+ Choose a quiet area of the salon

- This is just as much for us, as the professional, as it is for the client.
- We want to be able to focus on each other and the present conversation.
- Removing distractions, interruptions, etc., will only help us do that more effectively.

+ Comfort is key

- Ensure the client is comfortable.
- Offer a beverage or water; ensure there is a space for their personal items.
- Escort them to different areas of the salon if they are new.

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RETAILING

Every service naturally includes the potential to schedule follow-up service(s) and to retail products for at-home care. As a stylist, it's vital that you educate clients on the importance of proper care. The best regimen to maintain healthy hair and scalp environment is to thoroughly cleanse and condition the hair at least once per week.

NIOXIN provides solutions for every stage of the hair journey, from preventive to advanced thinning or hair loss.

Every regimen should have:

- Daily routine – cleanser, conditioner, and supplements.
- Scalp care.
- Strand care.
- Root care.
- 1-3 styling products.

PRO TIP: Ultimate Power Serum is a universal formula that can be incorporated into most care regimens to help **improve hair anchorage** to the scalp and **thicken the hair** after the first use.



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RETAILING

LIGHT THINNING TO PROGRESSED THINNING/HAIR LOSS

DAILY ROUTINES



SCALP



STRAND



ROOT



FINISHING PRODUCTS



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SALON SERVICES

More services means more revenue. Increase your service revenue with specialized services your clients will love, leaving them with thicker, fuller-looking hair.

- ATTRACT NEW CLIENTS Set yourself apart and allow new clients to find you by advertising scalp care services and thinning hair solutions.
- DRIVE CLIENT LOYALTY Seeing is believing, which is what happens when clients experience the results from NIOXIN treatments.
- GROW SPEND PER CLIENT Recommend new care services to existing clients to boost the ticket price.

How to build your service revenue



EXAMPLE 1:

Add **one new service** to your menu and charge **\$25-\$50 per service**.

x **10 clients** per week

x **52 weeks** per year

= **\$13,200-\$26,000** in incremental service revenue

EXAMPLE 2:

Retail specialized NIOXIN products by building the cost into the service price.

THICKER, FULLER HAIR TREATMENT

Includes custom shampoo and conditioner, Ultimate Power Serum application to stimulate hair follicles and prolong hair growth, and then finished with a hair thickening treatment and style.

Service includes a full-size Ultimate Power Serum for continued use at home (\$50 value).

Recommended service price: **\$95-\$130**.

x **5 clients** per week

x **52 weeks** per year

= **\$24,700-\$33,800** in incremental service revenue

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NIOXIN services deliver personalized solutions for all scalp and hair needs to create thicker, fuller hair.

SCALP CARE



Dermabrasion Scalp Renew

- It's like a facial for the scalp!
- Anti-aging scalp treatment helps to regenerate the scalp surface up to 34% faster than untreated hair through exfoliation.
- Removes excess sebum and buildup around the follicles to promote healthy hair growth.

 **Service time: 10-15 minutes**
Recommended every 30-45 days.

Purifying Exfoliator

- Instant flake removal.
- Helps normalize a flaky scalp with gentle exfoliation.
- Uses cellulose microbeads to remove compromised skin and promote healthy hair growth.

 **Service time: 10 minutes**
Recommended every 30-45 days.



NEW Ultimate Power Serum

can be added to any in-salon service or as a standalone treatment. Retail for at-home care for clients to experience the full benefits.



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MOISTURE TREATMENT



Deep Protect Conditioning Treatment

- Restore and strengthen dry, damaged hair.
- Anti-breakage treatment that leaves hair smooth, manageable, and conditioned with up to 97% less breakage.
- Contains lightweight conditioning agents to strengthen hair without weighing it down.

 Service time: 10-15 minutes
Recommended as a weekly treatment.

VOLUME BOOST



Diamax Blowout

- It's like Botox for hair!
- Contains ingredients with notable skincare benefits, such as caffeine, panthenol, and niacinamide, to deliver thicker, fuller hair.
- Make it a power hour by combining with a scalp care service and moisture treatment.

 Service time: 30-60 minutes
Can be used daily for thicker, fuller hair.




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