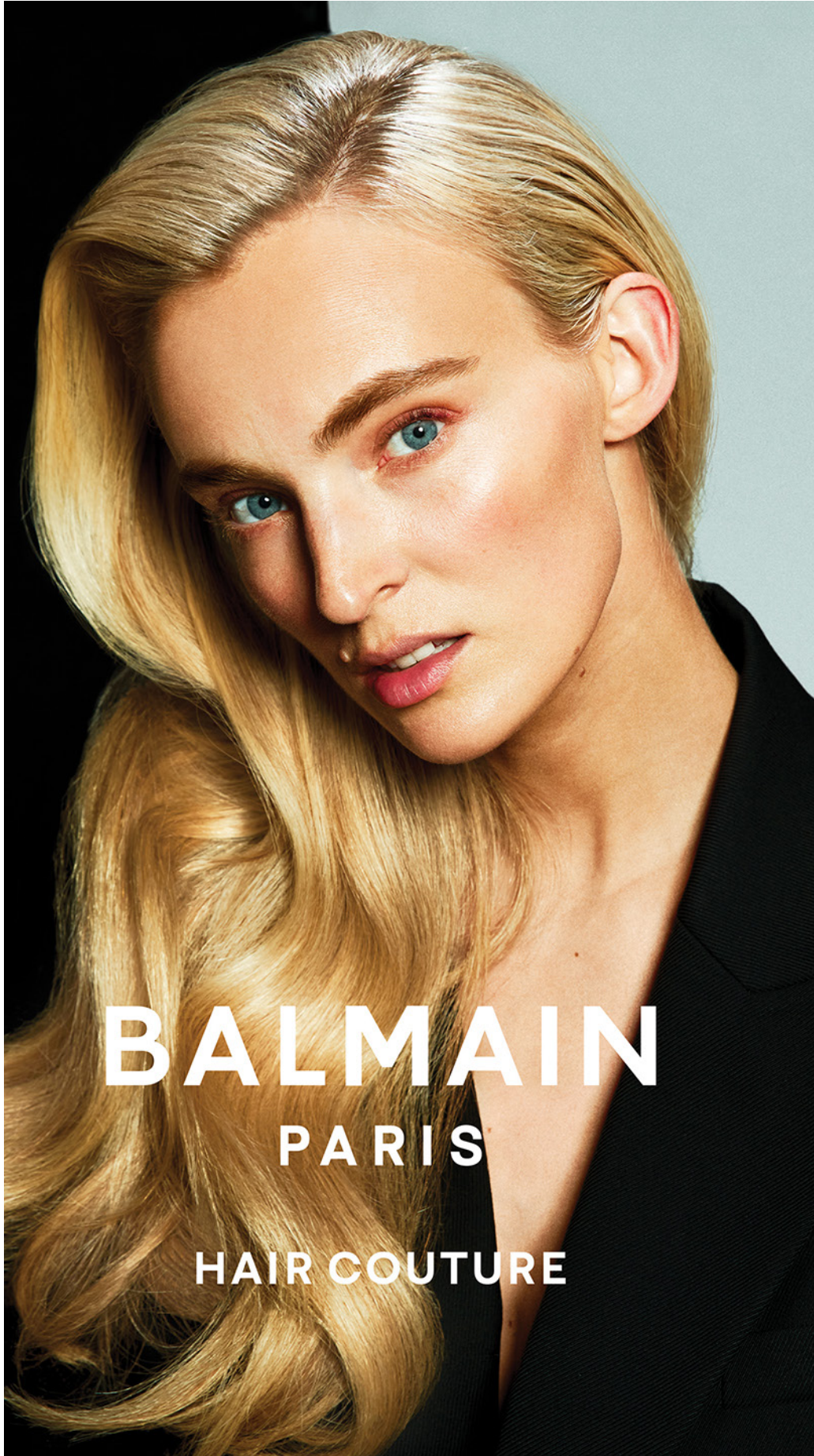


COLOUR
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HAIR COUTURE

What do
people
look for in
Hairdresser

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A few questions to become better you

Join the new
breed of
creatives

What do people look for in a hairdresser or barber?
The answer is not as obvious as you may think.

Of course, being a good hairdresser or barber means being able to cut and colour well. But this isn't always enough to win clients – it takes a lot more than just scissors skills to compete in the market.

For some, choosing a hairdresser or barber is about recommendations. Word-of-mouth is probably a hairdresser's or barber's most valuable tool after their scissors. To get new clients you need to be talked about, and that means giving them something they haven't experienced anywhere else.

This could be an incredible cut or colour, but there are other ways to exceed their expectations.



1



PROFESSIONALISM

When someone goes to a salon for a haircut, they want to be spoiled from the moment they walk in.

This means acknowledging them on arrival, offering a tea, coffee or water, making them comfortable, running on time, and listening to them – not just about what they want from a cut, but also about what's happening in their life.

Being a professional means paying attention to your appearance, demeanour, phone etiquette, and organisational skills.

It means being hungry for more education, enrolling in new courses, attending conferences, keeping up with trends, and attaining new techniques. It calls on you to be reliable, accountable, and able to maintain your poise at all times.

2

LISTENING ABILITY

As much as clients would love you to turn them into Gigi Hadid, Kim Kardashian, Eden Hazard, Ignazio Abate, Olivier Giroud or the latest Instagram models, they want you to be honest about what's realistic.

If a client shows you a photo of a celebrity haircut on a phone that you know will look terrible on them, they want to know if it's not going to work. Not everyone suits all colours and styles, and as a professional you need to manage their expectations. Use your skills and knowledge to help them find a variation of their desired look, one that will flatter their own unique profile.

3

DECISION MAKING

From ordering stock to fixing an updo, clients appreciate the decisions you make.

Being able to think quickly while considering all factors is a must in hairdressing.

Try reading this book blink: the power of thinking without thinking by Malcolm Gladwell think quicker on your feet. Go with your gut, weigh up consequences without fearing them, and beware of pressure. Believe in yourself and go forth with confidence!

4



HONESTY

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5

MORE THAN A CUT

Possessing technical skill and dexterity is the foundation of every great hairdresser, but practicing basic technique until your perfect it simply isn't enough these days.

To be an excellent hairdresser you must be committed to continuous learning. You are Michelangelo and your clients are the Sistine Chapel. Create masterpieces and people will talk about you for years!

6

DRIVE AND ENERGY

People want to know that you love what you do. You show this through your energy and will to succeed.

Customers have high expectations, and, more than ever, to keep them loyal you have to cater to them.

Your customers are informed and do their research, so show them you have a plan to actively retain your client base.

Learn to research the market, identify marketing opportunities, analyse consumer behaviour, implement and monitor marketing strategies, design direct response offers, learn pricing structures, and drive buying within your salon. Take charge of your reputation and image by learning the secrets of marketing.



7

SALON ENVIRONMENT

The way a salon looks and feels is an important part of the customer's haircut.

A salon that's functional, well-laid out, clean, tidy and organised can assist you in every way, from the cut or colour to the overall experience.

This may not require our interior design & decoration diploma or advanced diploma course, but some knowledge of the principles of design will be helpful.

This is especially true of lighting, which will make a huge difference to the way you cut, style and colour hair.

TO FIND OUT MORE ABOUT OUR COURSES

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