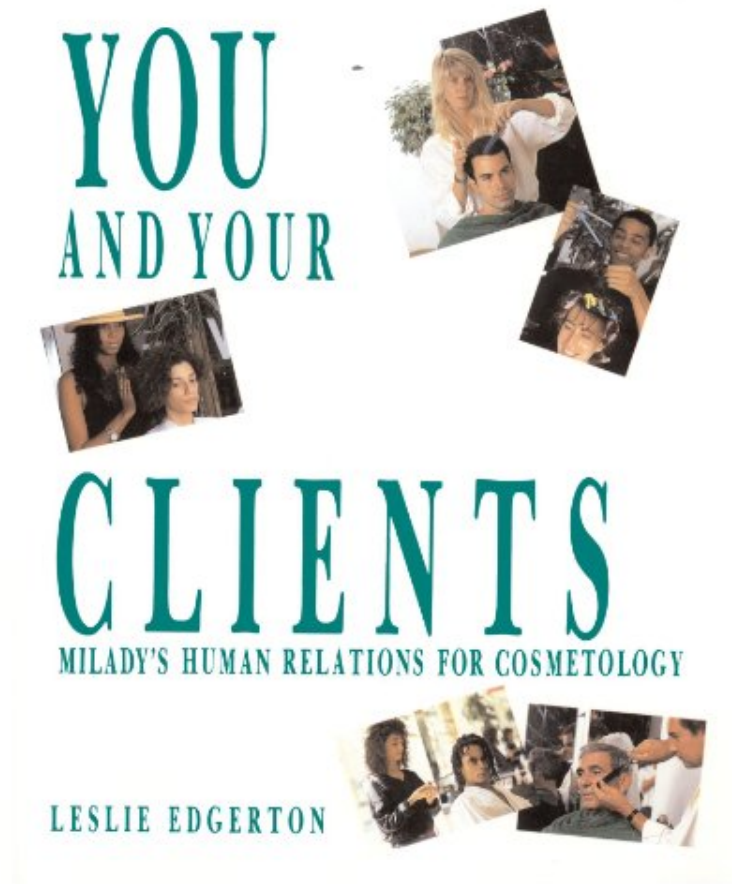


You and Your Clients: Human Relations for Cosmetology

Leslie Edgerton

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Leslie Edgerton : You and Your Clients: Human Relations for Cosmetology before purchasing it in order to gauge whether or not it would be worth my time, and all praised You and Your Clients: Human Relations for Cosmetology:

0 of 0 people found the following review helpful. Five Stars By Dasyah Williams Great condition 3 of 3 people found the following review helpful. Teaches how to handle clients professionally sell products By A Customer Being a recently licensed cosmetologist I found this book very helpful and informative. It shows how to handle the conversation from when the client first walks into the salon till they leave your chair. It gives good ideas on how to promote yourself and how to sell products effectively. I felt more confident after reading this book.

This dynamic book teaches an effective communications style that will increase the reader's professionalism and ensure a successful future in the field of cosmetology. Anecdotes and vignettes of salon situations give readers a sense of real-life routines in the cosmetology setting. Checklists, worksheets and chapter-end summaries help improve reader retention of key concepts. Just some of what you will learn includes:

Introduction. Ambiguous Terms: How to Reach Common Definitions. The Client Talks in Many Ways: Sometimes What Someone "Says" is Not What She is Saying. How to Establish Yourself as the Authority: Even if it's Your First Day Out of School. How to Structure the Consultation. How to Use Magazine Photos and Other Visual Aids. How to Convince Your Client to Change Her Style. Avoiding the Pitfalls of Overselling. How to Convince the Client to Send You Her Friends. Where the Money Is: Extra Services, How to Sell Perms, Color, and Other Services. How to Convince Your Client to Use the Professional Products. How to Build a Full Booking in Three Months or Less. How to Use Everything You've Learned. About the Author: Salon owner Leslie Edgerton, is a 16-time winner of state hairstyling championships in Indiana, Illinois, and Michigan. A successful hairstylist and designer for 25 years, including platform work for Clairol, Edgerton has written articles for and has had his designs appear in Braids, Bridal Trends, National Beauty School Journal, Kiwanis, and other magazines, and on television (PM Magazine and Cox Cable).