



SALON TEAM TRAINING

FOR ELITE SALON AND SPA PROFESSIONALS

Introduction

Despite millions of years of evolution, humans still rely on emotions when making ANY decision.

The decision to follow homecare and book services is influenced by how people feel and less by what makes people so smart, logical thinking.

Because of this, the elite salon and spa professionals need to understand and consider how clients feel when visiting a salon or spa.

In this lesson you will learn;

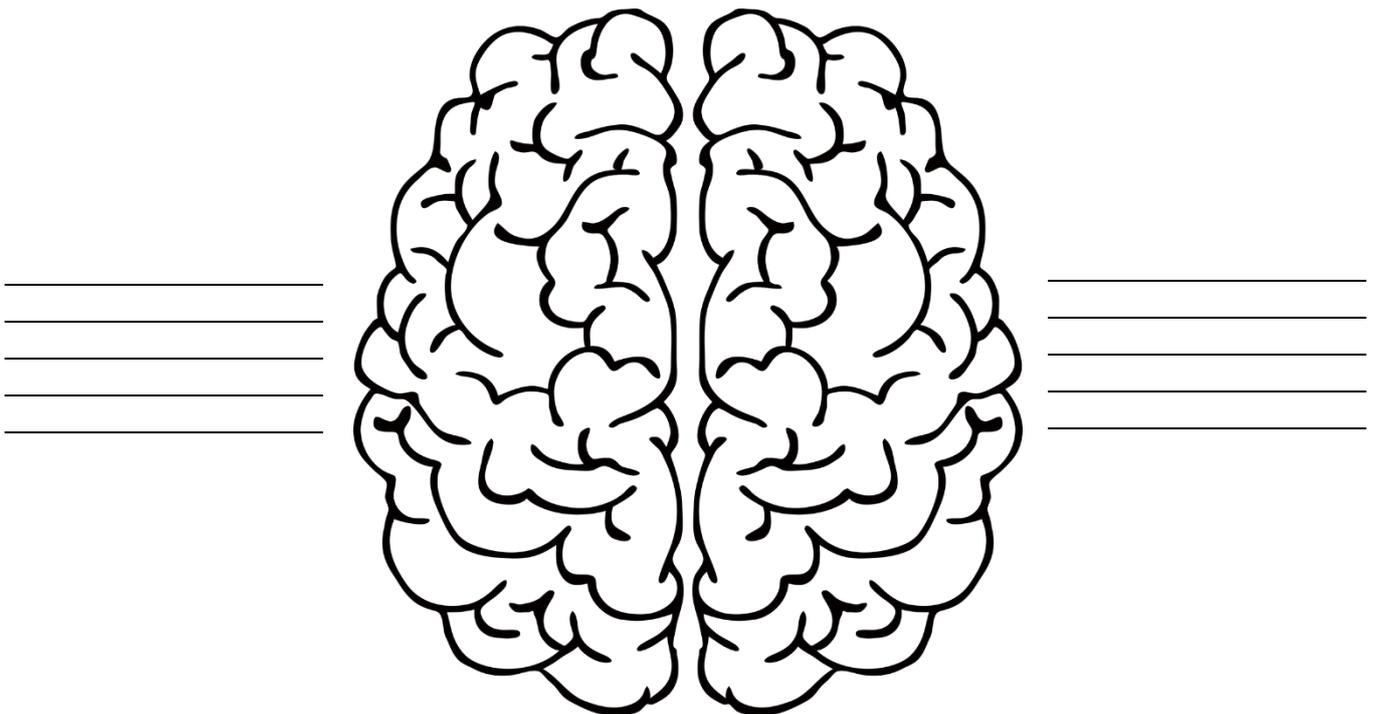
- The Two Halves of the Brain
- Six Basic Emotions
- Big Emotions Causes Action
- The Three Client Zones

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1. Conscious Thinking – Is thoughtful, deliberate, logical and calculating. Its makes more complex decisions
2. Subconscious Thinking – is impulsive, doing something without thinking it through, automatic, programmed behaviours and intuitive, a gut feeling about a situation or person
3. The conscious brain is SLOW, and the subconscious brain is FAST

How much of your day is controlled by;

Slow Conscious Thinking	Fast Subconscious Thinking
%	%
The Answer	The Answer
%	%



4. The fast brain is 20 times more powerful than the slow brain
5. The fast brain controls most decisions, actions, emotions and behaviours
6. Booking and buying is 95% an emotional decision, how a person feels

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1. The 6 Basic Emotions;

Sadness – Happiness – Disgust – Anger – Afraid – Surprise, positive or negative

Listed below are the different feelings associated with the six primary emotion.

Add any additional words that you feel describe emotions.

Sadness	Happiness	Disgust	Anger	Afraid	Surprise – Positive or negative
Being disadvantaged	Amusement	Offended	Annoyance	Acute stress	Astonished
Loss	In awe	Distaste	Vexed	Dread	Amazed
Grief	Compassion	Unpleasant	Irrigation	Worry	Astound
Helplessness	Content	Sickened	Displease	Uneasy	Stun
Disappointment	Gratitude	Aversion	Resentment	Fear	Staggered
Sorrow	Hope	Hate	Outraged	Fright	Shock
Let down	Interest	Disapprove	Fury	Concern	Dazed
Depressed	Joy	Feeling sick	Maddened	Panic	Shaken up
Miserable	Love	Revulsion	Frustrated	Horror	Disoriented
Low	Self-esteem	Loathing	Enraged	Terror	Numb
Dejected	Pride	Dislike	Hostile	Anxiety	Overwhelmed

Big emotions leads to feelings, leads to action

Not enough emotions leads to small feelings and no action

People are still loyal and enjoy buying, whether services or homecare.



The No Fit Zone

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1. Either a client who is loyal to a specific brand or service if this is not available, the client will not return, or something has gone wrong
2. People ONLY take action when they have BIG emotions. No Fit Clients may;
 - a) Complain before leaving the salon
 - b) Contact the salon within 1 or 2 days
 - c) Write a negative review to warn others
 - d) Tell up to 15 friends and family.
 - e) Share their experience on social media
3. The No Fit Zone Client will experience a mix of sadness, disgust, anger, afraid and negative surprise
4. 14% of clients can be in this zone; the majority of clients in this zone will be caused by an individual or group of team members causing negative emotions

Which emotions do you think the pregnant client would have felt?

Consider how you make NEW clients feel when they arrive. Going to a new salon for LOTS of people can be a daunting and scary experience. New clients are more vulnerable to BIG negative emotions.

When a client feels BIG negative emotions, they can appear hostile and/or rude towards other teams members who haven't done anything wrong.

To help you deal with these situations, you will soon have to assess to a bonus lesson on; Dealing with Unhappy, Demanding and Complaining Clients.

The Nice Zone

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1. The AVERAGE salon/spa will have 80% of its clients in the NICE Zone
2. The Nice Zone Client is uninspired; they don't FEEL enough emotions. Not happy or unhappy. It's a "NICE" experience, nothing special
3. The person doesn't have enough feelings to take any action whether booking a service or trying homecare
4. The Nice Zone is VERY dangerous as clients will eventually find a new salon/spa. The average, Nice salon loses 70% of ALL new clients before the 5th visit
5. With 70% of new clients lost, this can lead to constant promotions or offers to get more new clients, only to lose them. A never-ending cycle
6. Nice Zone Clients do like you, but they need to be inspired. They didn't get enough emotions

Can you think of a recent experience that was forgettable, average, nothing special?

For example, have you been served in a shop or restaurant where the staff member didn't make an effort to WOW you but also didn't do anything wrong?

Discuss with your teammates your NICE experience.

The Buying Zone

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1. People aren't Zoombies; they don't enter the buying zone and randomly spend money.
2. The Buying Zone represents the service experience that WOW's clients into FEELING this is the best salon or spa building loyalty
3. It is not the service, whether hair or therapy that keeps clients returning, but how clients feel about the whole experience
4. An elite professional working in the buying zone will be;
 - I. 70 to 90% booked for 6 to 12 weeks in advance
 - II. Rarely have a no show or late cancellations
 - III. Need little or NO marketing
 - IV. Can charge more than other professionals in the area
 - V. Have more clients follow their homecare advice
 - VI. Earn a decent wage
5. The decision to return, follow homecare advice and book services is 95% emotional—the emotions of happiness and positive surprise
6. The average, Nice salon has ONLY 6% of clients in the buying zone; however, this course aims to switch this to 80% of clients being in the Buying Zone

Everything covered in Salon Team Training is focused on moving clients into the Buying Zone, building loyalty and long term committed clients who follow your advice, tell friends and family bring you, quality clients.

Because if you get this right, put the work in, rehearse, use the techniques with clients then you can be fully booked for months in advance.

List 3 essential points about the Slow Brain

1. _____
2. _____
3. _____

List 3 essential points about the Fast Brain

1. _____
2. _____
3. _____

What are the 6 basic emotions?

Describe a personal Buying and No Fit Zone experience. What emotions did you feel? What action did you take (leave a tip/write a review/share on social media)?

What one thing are you going to do differently as a result of what you have learned in this lesson?