



SALON TEAM TRAINING

FOR ELITE SALON AND SPA PROFESSIONALS

Introduction

Everyone will make mistakes, whether in work or personal relationships.

No one is perfect. We are human, and so are clients.

Being able to use the L.A.S.T technique in real life will need practice.

If you're dealing with a person, who is outraged or angered you will feel more in control if you have rehearsed L.A.S.T in a safe place with other team members or a trusted friend if you work independently.

At some point in your career, you will receive complaints and have to deal with a complaining client.

What you'll learn in this lesson

- What happens in people brains and how that can affect behaviour
- Four Simple Steps - Listen – Apologise – Solve – Thank

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1. Emotions leads to feelings that leads to action
2. If a client is upset, unhappy or angered, something has gone wrong. That can be something in our control or outside of our control
3. Never take complaints personally – If a professional allows their emotions to take control it can make the situation worse
4. Complaints and Feedback are opportunities to learn and improve – only 5% of unhappy clients will tell you what’s gone wrong, complaints are an opportunity
5. Don’t blame the client – Investigate what has happened and work out how the salon or individual can learn from the experience
6. The brain has developed over hundreds of thousands of years to react with emotions to survive
7. When someone has big emotions part of the Fast Brain takes control, and a person is not able to think clearly or logically
8. The Slow Brain will have little or NO involvement with what the person says or does until the person has calmed down
9. The key emotions a client will feel are linked to anger, fear, disgust, negative surprise and sadness (disappointment)
10. In moments of big emotions the brain will decide to; Freeze, flight or fight
11. It can take a person 30 minutes to regain control and look at a situation logically

Example 1

A new client had booked their 1st appointment and had to cancel. The new client rebooked and on the day of the appointment, drove to the salon for the first time.

They couldn't find a parking space and called the salon to let the team know; they were outside trying to park.

It was 10 minutes after their service was due to start and the client was still searching for a parking space. The salon was fully booked for the whole day.

The salon couldn't perform the service without running 15 to 20 minutes late. The person on the phone informed the client the service would have to be rescheduled due to the time.

The client went mad.

The issue with parking is out of the salon's control and not their fault.

Example 2

A receptionist called a client that hadn't arrived for their appointments. The gentleman had booked two massages, one for himself and his wife; they were on their honeymoon.

The receptionist phoned to remind him of the appointment five minutes after the start time.

The client explained he had called the spa a few days ago and had left an answer message cancelling the massages.

The team member remarked, "yeah right!" implying the client was a liar.

The client went mad.

Entirely the Spa's fault

Step 1 – Listen

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1. Do not speak, interrupt or correct any points. Let the client talk or shout
2. When emotions are in control, they need to vent, to be heard
3. The client is not ready for a conversation as they are not ready to listen
4. If you try and talk to the client, it will make the situation worse
5. When listening it is CRITICAL to keep thinking (internal conversation) neutral
6. By staying neutral, you can control body language, especially facial expressions
7. Listen, focus on the person and thinking is kept neutral
8. Body language;
 - i) Leave arms open and palms facing up, lock fingers together in front of the body. It communicates; I am not a threat
 - ii) Stand feet hip-distance apart, knees soft so you have a strong base
 - iii) Nod your head appropriately to show you are listening

Depending on the situation and location at the start of the complaint gesture with your hands to a quiet area away from other clients and ask, “would you like to take a seat?”

If the client agrees to sit, take them to the seating area, the simple act of sitting down has a calming effect on the brain. Sit as you would in the consultation service, lower than the client with palms facing up.

Once the person has vented, got everything off their chest, their emotions start to drop.

Whether the client is agitated, unhappy or being demanding, we listen to the client until they have said everything they want to.

Step 2 – Apologise and empathise with the client

1. Children say sorry to “get” something
 2. Some adults can find it hard to say sorry because they never got out of “habit” of saying sorry to GET something rather than to GIVE something, to repair a situation or relationship
 3. Many clients are simply looking for an apology
 4. More customers are willing to forgive a company that apologises compared to just being compensated
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Step 3 – Solve

1. Follow your salon/spa’s policy
2. Document what has happened, the client's details and inform the client what will happen next
3. The solution may include;
 - i) Investigate what happened and report back to the client
 - ii) If required in serious situations that may include *disciplinary action
 - iii) Internal training for individual or team
 - iv) Opportunity to satisfy the client with complimentary service
4. If an unhappy client is satisfied with how the situation is handled, they can become a loyal client who will spend 6% more than happy clients

*Firstly, it's true. If a team member has enough experience to know what they did was breaking the salon or spa’s rules/policies, they may receive a formal warning following employment law. But another key reason is;

When the client was venting, they may have exaggerated what happened. Remember, when emotions are in control, people can say or do things they may regret. In my past, when I explain to the client what will happen next, including possible staff disciplinary action, they will sometimes change their story. I allow the client to reflect, think, did the staff member REALLY do something that needs serious action.

If with team members discuss how you would solve the issue for the complaints on page 3

Example 1

Example 2

Step 4 – Thank you

1. The Effect of Gratitude researched for decades by leading business professors and universities
2. When someone does something nice for use or given use something we say thank you
3. Only 5% of unhappy clients will tell you when something went wrong. Complaints and feedback are a gift
4. When you say Thank you you're body language and tone of voice must communicate that you mean it

Who and when to use L.A.S.T with?

1 – Upset clients

2 – With No Fit and Nice Zone clients at reception when you look for the client zone, covered in the Last Impression lesson

3 – Dealing with Outcome Clients who can be demanding

4 – In the consultation service when managing clients expectations

5 – If having to “No” to a client, when something isn't possible such performing a service without a patch test

5 – Any relationship you want to protect in work or outside of work

Rehearsing the L.A.S.T technique is essential because practising in a safe place will make it feel easier when faced with a potentially tricky situation.

What happens to people when emotions take control, and what key feelings will people have when losing control?

What can a team member do that would make a situation WORSE?

Think of a personal experience where you have not been happy with a service or shopping experience, how well did the company handle the situation? What solution did they offer? Would you return to the business? How did it make you feel? If possible, discuss with the team.

Now you've discovered more about client personalities, The Hidden Expectations, The Controlled Conversation, and how easy it can be to upset or disappoint clients, will you see client complaints and feedback any differently?

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

Example

CLIENT COMPLAINT FORM

CLIENT INFORMATION	
Client Name:	Client Phone Number:
Client Address:	
Service Booked:	Service Date and Time:
Staff Members Name:	

COMPLAINT INFORMATION	
Complaint Date:	Complaint Taken By:
Complaint Details:	
First Response Correction Action:	
Suspected Cause:	
Corrective Action Person(s):	
Corrective Action Follow-up:	
What steps should be considered to prevent a repeat of the issues raised?	
Date:	

Name of person completing the form

Signature