

Take the Client's Experience Personally

You have learned how to create a great experience. You also have to take the experience personally and “be on stage” every time a Client enters your studio.

You are expected to “shine”! Your attitude, appearance, speech and actions must all be geared towards impressing the Client.

Here are the key points you must remember:

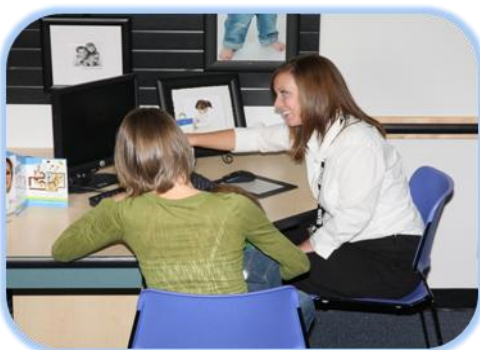
- Look and sound the part of a Client expert
- Be proactive in making the Client's experience a great one
- Go beyond the Client's expectations in all areas
- Impress the Client with your skills
- Create a relationship with the Client and make them feel special
- Use empowerment to make sure every Client leaves happy



LOOK, ACT AND SOUND LIKE AN EXPERT

Here are several basic non-verbal guidelines to be aware of:

- Have a **great physical appearance**. Clients judge you by your appearance, so it's critical that you follow the dress code guidelines and are well groomed
 - Neatness and cleanliness communicate professionalism
 - Clean and ironed clothing show you at your professional best
- Always have **good eye contact** with the Client, even when delivering unhappy news like wait times, or a problem with their order
 - Good eye contact shows the Client they have your attention
 - Good eye contact also conveys honesty and builds rapport and trust
- Be aware of your **non-verbal body language**. Your facial expressions, gestures and posture all speak volumes
 - Stand up straight when your Client is speaking to you. This will tell them that you are interested in what they are saying
 - Keep your gestures open. Avoid crossing your arms or standing behind the counter when interacting with your Clients
 - Make sure your expressions match your verbal tone and actions. Your face communicates even when your voice doesn't
- Be courteous and **remain silent when your Client is speaking**. Nodding your head as your Client speaks tells them you are listening and that you understand what they are saying



Here are several basic verbal guidelines to be aware of:

- Use **professional language** (Slang or an informal speaking manner can offend some people)
- Use a calm, sincere **tone of voice**
- Have a **smile** on your face (It can be heard in your voice)
- Beware of **humor or sarcasm** (What's funny to you, may offend someone else)
- Speak **respectfully** (Little words like please, thank you, sir or ma'am go a long way)