



## ‘Investing in the future generation’

Meet, Greet, Body Language and First Impressions  
Course outline Day session

### \* **Welcome and introduction**

- Course objectives and outline for the day
- Ice breaker

### \* **What is exceptional customer service in the salon?**

- What exceptional customer service looks like and feels like?
- Sharing experiences together
- Your responsibility
- We are what we repeatedly do.....Aristotle

### \* **Reception and greeting your clients**

- Reception skills required
- The walk-in
- Video viewing - Dick Marks
- Welcoming new clients into the salon

### \* **Phone Etiquette, Voice tone and positive body language**

- Incoming calls and ‘the script’
- Phone Etiquette tips
- Video tutorial
- Discussion
- Tone of voice over the phone
- Phrases for change
- Positive language

*“A big thank you for training our junior stylist, what a difference a day course makes!!”*

*South Hair  
Highcliffe*

Valuable and definitely worth sending our two Apprentices on this course, informative and genuinely fun... so I hear”  
Thomas & Co Salon .....

### \* **The Salon Walk-in and first impressions**

- The clients journey - walk in to your own salon
- 1st impressions - visual and audio
- Smile test
- Personal presentation
- Body language and reception
- 5 things your body language reveals about you & practical session
- Paralinguistics
- Video - Body language
- Tips to improve your own body language & demonstration

### \* **Eye contact, Tone of Voice & Small Talk**

- It's all about the eyes
- Tonality - what is it?
- Video
- Small Talk in the salon
- Drop a compliment

### \* **Discussion, recap**

- moving forward and applying the learning
- How we can use the skills in the salon

### **4:30 Close**

**The following Assignment can be emailed back to the Tutor for marking, we recommend that in order the information is retained the learner has one week to email the assignment to achieve the full certificate of completion and valuable CPD hours for the course.**

#### Assignment 1 :

*Body Language and how it can affect the first impressions in the salon.*

1. Source information and write about how body language can affect the first impressions when meeting someone for the first time.
2. Write about your own personal experience good or bad with a first impression, how it affected you and the situation you were in at the time.
3. Explain methods that you would use in the salon with your own body language and how you can see the benefits for you and your clients.

This must be in your own words and be between 600 - 700 words - this will be approximately 2 - 3 A4 pages.

**NB: Your salon will also receive on completion of the course a Midas 5 start award for exceptional customer service window decal.**