



# How To **BUILD A GOOD RAPPORT WITH YOUR CLIENTS**

@THEHAIRSTYLIST\_ACADEMY

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# WHY IS RAPPORT SO IMPORTANT

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As Hair Stylists the rapport between us and our clients is essential!

I have a question for you....

Who is the most important person in the salon?

Many people would say us, the stylists, or they would say the client.

In fact the most important person in the salon is the *returning client*.

Let's face it these are the clients that keep us going, they pay our bills and they will recommend you to their friends and family. Because of this it is important that we build a good rapport with these clients and look after them.

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# COMMUNICATION

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Let's face it, communication is a big thing in the hair industry, it not only helps to establish a relationship with your client but it will also determine the success of your service.

- 7 % of communication is down to the words we use.
- 38% of communication is the tone of your voice. how it is being said.
- 55% of communication is down to your body language.

Working on your communication will help you to establish a good rapport and trust with your clients.

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# COMMUNICATION TIPS

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During a consultation sit at eye level with your client, this will help to put them at ease.



Mirror their body language, for example they are sitting with their legs crossed you do the same. By doing this it shows your client that you are comfortable and at ease with them.



Listen to them and repeat, this shows your client that you are taking in what they are saying.



Ask the right questions. By asking open questions you are allowing your client the chance to interact.

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# COMMUNICATION TIPS

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Start on common ground i.e. discuss simple things like holidays, or the weather.



Be empathic. Understand their needs, what they like and dislike, once you understand this you can then offer solutions.



Always Smile!

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# IT IS NOT ABOUT YOU!

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It is important to make  
your client feel important.



One easy way of doing this is  
to remember key things about  
them.

- Where they have been on holiday.
- Their children's name.
- Their husbands name.
- What they do for work.

These are just a few things but by remembering small details will help to build a relationship with your client.

I used to jot notes down on their record cards to remind me and this really helped.