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BRITISH BARBERS' ASSOCIATION



HOW TO BECOME THE AUTHORITY

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- 1. Establish the client's requirements**
- 2. Identify products to meet the requirements of the clients**
- 3. Identify the appropriate time to introduce the product**
- 4. Use suitable communication techniques to advise and promote**
- 5. Give accurate and relevant information**
- 6. Identify buying signals and interpret the clients intentions**

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1. Establish the client's requirements

To establish the client's requirements you must use both open and closed questions about their hair, habits, routines and lifestyle. Keep conversations natural and not intrusive. Make sure you listen and repeat back key points to let the client know you are paying attention.

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2. Identify products to meet the requirements of the clients

Make sure you know all of the products you retail, their benefits, ingredients, fragrance and texture. If you are not the knowledgeable of the products the lack of confidence may come across to the clients. Always make sure that the brand provides you with all of their product knowledge and key selling points

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3. Identify the appropriate time to introduce the product

Most clients like to relax when they come for a service, respect their wishes and keep all sales opportunities organic and not forced. Make sure you have initiated open questions that have given you some direction to enter in to product conversation. The ideal time to discuss the product is just prior to using on them.

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4. Use suitable communication techniques to advise and promote

Be clear why you are using the product and try to relate back to the identified requirements you established in step 1. Show the client the product, packaging and the amount to use. Clearly advise the client how to apply and why. If possible hand the product to the client so they can look and feel themselves.

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5. Give accurate and relevant information

Be sure to not to oversell the product with over claiming it benefits, for example when using terms like hair growth, permanent, washout etc.... know your products. Your clients will quickly lose trust if false claims are made.

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6. Identify buying signals and interpret the clients intentions

The art of closing the sale can sometimes be varied depending on the stylists personality, however this is not an excuse to not try to close every time. Unless the client has specifically shown signals that they are completely not interested in buying the product it is the stylists role as an authority in their profession to offer the product to the client that they have identified as a solution to their requirements. If not offered and purchased during their service most men will buy a similar product from a supermarket or pharmacy, it is a missed opportunity but even greater than that it is a lack of professionalism to not recommend what your client needs