

Success Tips for Hairdressers

- Stay focused on making your client look and feel good about themselves. True professionals always work hard at building the self esteem and self confidence of themselves and their customers .Always work hard to make your customer feel like very important people.
- Always strive to focus your full attention on the needs of your clients while at work. Our clients have enough problems of their own; they do not need to be part of yours.
- Seek out solutions for your client's beauty needs regardless of how great the challenge. The more you can find solutions to your client's needs, the more you will be a hero to your customer.
- If you want to be treated and compensated like a professional, you must look and act like a professional.
- Show your clients that you really appreciate and value their business by your behavior and actions. Taking your clients' patronage for granted, especially your loyal client, s is a big mistake.
- Always show appreciation by your actions and your behavior that you do value and appreciate their trust and loyalty. Your customers do represent your livelihood.
- Build a reputation for stability. Stay in your job long enough to establish your self instead of getting into the grass is greener elsewhere syndrome .You will achieve your goals when you gain experience and create a demand for your services. Every time you make a job change you will lose customers and start all over. Before you contemplate a job change, discuss your concerns with the owner. It is important that you establish a record of job stability.

Please read my article *Avoid the "Grass is Greener" Syndrome* found in my articles of interest at www.hc4you.com.



by **Jon Gonzales**

Hairdresser Career Development Systems

Jon Gonzales is president and founder of Hairdresser Career Development Systems, which is dedicated to educating and guiding hairdressers and salon owners on their journey to success. Jon travels extensively throughout the United States and Canada, conducting his popular business management seminars for salon owners and his personal-growth seminars for hairdressers. He's the author of *The Hairdresser's Guide to Success: Personal, Professional, and Financial* as well as multiple books, DVDs, and videos on the topics of success, management, and personal growth. An outstanding industry leader, Jon draws from his decades of in-the-trenches experience as a working salon owner and his fiery passion to improve the careers and lives of hairdressers and salon owners.

To learn how Hairdresser Career Development Systems can help you move to the next level in your journey—personally, professionally, and financially—visit:

www.HC4you.com