



## **Module 5 : Client Consultation and Communication, Preparing Your Client**

- The best way to establish exactly what the client wants
- How to offer your client guidance
- Why you should give your clients instruction in nail care
- How to maintain a good relationship with your clients

### **In this module you will learn:**

- How to properly welcome your client
- The best way to establish exactly what the client wants
- How to offer your client guidance
- Why you should give your clients instruction in nail care
- How to maintain a good relationship with your clients

### **5.1: Welcoming your Client and Making sure they are Comfortable**



**Before treating each client, you need to establish what his or her needs are.**

At the same time, you need to communicate what will happen during the treatments, and manage their expectations. Obviously you are aiming to deliver perfection every time, but you can't have a client walking in thinking they will achieve perfect nails in no time at all when really you need a little room to work.

When your client arrives, the first thing you need to do is welcome them and establish that they're comfortable.

We have already discussed how it is important to maintain a nice environment for the client to be in. This includes great ventilation, a steady temperature, enough lighting, and comfortable seating.

Offer to take your client's jacket and bag, before placing them somewhere safe. If your client does not want to let you take them, that is absolutely fine! Some people just like to keep their belongings within easy reach.

Next, see if your client would like a drink. You may also want to see if they need to pop to the loo before they sit down. Unlike when they go to the hairdressers, clients are going to have a hard time simply popping to the toilet. This is because they're likely to disturb the good work you have carried out.

Before you begin, make sure your client is sitting comfortably. They are going to be in that position for a little while, so establishing comfort early on is essential.

## **5.2: Establishing What it is that your Client Wants**



**Some clients will already know what they want.**

In fact, many will come to you expecting a particular routine. You will always have those clients who simply need a French manicure to get them through the working week, and that's fine.

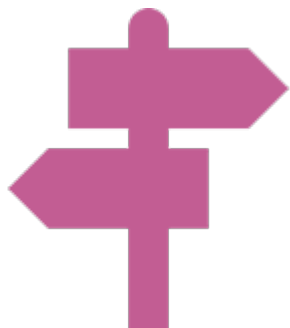
Then there are those who want towering nails, those who need vibrant colours, and special cases like brides to be who need to know that the money they are paying is going to result in work that will see them through their wedding day.

**Whoever your client is, you need to figure out whether they need:**

- A particular colour or tone
- Whether they want to keep their nails natural, or whether they would like to go for the fake effect
- How long they need the nails to last for
- Whether they want any nail art

Once you know what it is that they need, make sure you get all of your supplies ready. Doing this in advance ensures you can move through each treatment smoothly, without having to disturb the setting or ambience.

## **5.3: Giving your Client a Little Guidance**



**Some clients might come to you without the faintest idea as to what they want or need.**

This is a great opportunity to build a relationship with someone who will come to you time and time again. As your experience as a nail technician grows, you will eventually learn which results work with each situation.

**For example**

You might have a bride come to you who wants to keep things simple for her wedding day, but she is not interested in just having a French manicure. When this happens, you need to help them work through a range of colours and styles that are potentially suitable.

Similarly, you might have a young woman who is having a manicure or pedicure for the first time, and they want to know which solution is best for them. When this is the case, you need to establish what their personal sense of style is and how they want to come across.

Nails can say a lot about a person. While a shade like red screams 'classic', something like neon yellow screams 'wild'. Even those clients who are inexperienced will get to know this too, after they have worn their shade for a while.

When finding out what your client wants, you should then write this in their notes or consultation sheet in case they wanted it again in the future – you would also know for future appointments the shape, length and nail type (gel, polish, acrylics, etc.) they like. Doing this will make your client feel comfortable and also make them want to come back to you.

## 5.4: Instructing your Client How to Engage in Nail Care



**After you have worked on a client's nails, you need to help them learn how to engage in good nail care.**

You will not be expected to sit down and deliver a four hour sermon on what is and what is not good. Instead, you just need to give them a few tips for making sure they do not chip their nails within hours of leaving the salon.

Generally, this means taking care when engaging in washing up and similar tasks. If clients have to engage in these tasks, the chances are they are going to ask you for tips on how to maintain their nails anyway. As time goes on, you will learn more about delivering the right answers.

At the same time, they might want to ask you for some general tips about painting their nails in between. Let them in on a few of your secrets, as it is unlikely to harm your business. Simply telling them how to engage in good nail work at home helps them see you as a professional, while encouraging them to return to see you.

## 5.5: Maintaining a Good Relationship with your Client

**Finally, you need to know how to communicate with your client so that you always maintain a good relationship.**

Some you may never see again, others may enjoy talking to you so much they return on a regular basis.

**Either way, the following can help:**

- Asking them about themselves and their day

- Not talking about your problems
- Learning to recognise when a client just wants to sit there and have their nails done. Not everyone wants to talk
- Having a bit of a joke with them
- Complimenting them on how they look

## **Module Summary**

In this module, you learned how to communicate with your client. This involves tuning into their needs, whether they're clear about what they want or not. In addition, you learned how to tell them about nail care. Finally, you tackled maintaining good client relations.

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