

## **BUILDING CONFIDENCE IN STUDENTS**

Students are an amazing “genre” of people.....Jim Yates tells this wonderful story relating to confidence.

We were holding a postgraduate class at one of our member schools and one of the attendees was a recent graduate from a beauty school in the area. She is an esthetician and according to her boss, very talented, but lacked confidence and had a difficult time conversing with her clients. This girl was so shy that when she spoke, her neck broke out in big red blotches and her face blushed frequently.

During the class, she was taught a simple procedure of how to communicate properly with her client, a way in which she could have a conversation without feeling threatened or stupid.

The next time she came to the class, she literally bounded in and threw her arms around Jim’s neck blurting out the words, I CAN DO IT! . . . . . I CAN DO IT!!!! Jim calmed her down and asked her what she was talking about?

She said, I went back after the class and had a talk with myself and decided to give your technique a try. I wrote the steps down in the palm of my hand and started to talk to my client in the way you told us to. It was amazing how easy the conversation flowed, I must have done a good job, because the client re-booked and gave me a big tip. She further went on to say how she has used this way of talking to all her clients since.

This story illustrates a common problem for students. Conversation between service provider and client often centers on the wrong person. I have overheard students talking with their clients about their boyfriend, or family or what they did last night etc. in an effort to strike up a conversation.

The truth of the matter is this: A client comes to the school/salon/spa for help. They have reached the point where they cannot stand to look at their hair/skin/nails anymore. In fact it is safe to say, that their self-esteem is probably low. The job of the service provider is to make the client look and feel better.

**IT IS ALL ABOUT THE CLIENT. . . .NOT THE SERVICE PROVIDER!**

When the conversation is directed to the client and focused on their needs, you will find communication easier and it will build your confidence. Here are some suggestions to try.

1. Take time and do a proper consultation with the client. The answers you get from asking good open-ended questions will spark numerous avenues for conversation.
2. Never discuss your personal life or the clients; it is not why they are there.
3. Discuss possibilities. A good friend of mine begins his consultation with the words, “Tell me your wildest hair fantasy” The answers he gets from this helps

him to discuss possibilities and options for the client. It interesting to note that he deals with the future as well as the present, thereby creating a “journey” for the client’s’ look.

All of these conversations will ultimately lead to a greater confidence and build great business habits.