

Business

Authentically Engaging Others

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Wow! Hard to believe 2012 is coming to an end- and we are just embracing our busy festive season.

All the guests/clients are busy attending glorious and joyous parties and celebrations and they want to look hot- gorgeous, youthful, and very fashionable. If you create enough value- they are prepared to pay for the services, treatments and products that make them FEEL GOOD!

Everyone loves Gift Certificates from Spas and Salons- and YOU know what your clientele like for services and treatments and what products may be gift wrapped for them. A lot of individuals leave gift purchasing to last minute so that gives you a chance to assist your valued and special clients- helping them with their festive shopping. Ensure they know that Gift Certificates are available and have some fantastic gift baskets prepared

so they can see what they may purchase; let them decide on the price and assist them in choosing the products. Discuss with your guest/client if they would like a gift certificate or gift basket- maybe your /guest/client is ready to have a full skin care line.....cleanser, toner, exfoliator, mask, serum, moisturizer, eye cream, etc. – maybe some new makeup. You are the one that they trust and you are the one that knows exactly what they need! They can share with their loved ones that YOU know what they would like for a gift. You can also help them purchase gifts for their loved ones- WOW!! What a concept- everyone benefits.

“Most of us are in favor of improvement, as long as it doesn't include change,” says Dr. Gary Phillips in his book, *Tools for Teaching for Transformation*. Teaching has moved from “informing to transforming”- and YOU are the teacher/coach for your

clients- that is why they come to you. At least 95 % of what a learner (your guest/client) takes in is the experience, not the words. Reflect on, “what experience do you create for your client when they come for their appointment?”

Tell me, I will forget.

Show me, I will remember.

Involve me, and I will learn.

One of the pleasures of change and novelty come from the heightening of attention- and the increase in brain activity that it brings. The brain gets energized whenever something unusual or new comes along getting more active as it perks up to pay attention.

Guest/clients delight in the new; a new color of polish, lipstick, eye shadow, hair color/foils, nail art, a new technique or product in facials, a new scent for paraffin, new slimming body treatments- you get the idea- be creative!

Boredom is a symptom of low levels of attention.

An individual who authentically engages another creates excitement and newness which is very contagious. So have fun during this festive season creating extraordinary customer service for your special guests/clients. Bringing Joy to others will uplift your Spirit!!! ■



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