

## Welcome to Salon Team Training

I'm Caroline Turner, and I've been training salon and spa professionals from across the world since 1999, my training is focused on developing the skills needed to be successful in our industry.

You can have a busy column that pays you well and clients that love what you do.

The video lessons aim to be around 20 to 30 minutes in length so they can fit around clients with follow up work and activities to support your development after the video lesson.

Can this training work for you?

Training, whether this course or any other will only work if you put into action what is trained, where it matters, with clients.

I've seen average team members go on to be award winners, fully booked for months in advance. It worked for them because they put into action what I train.

To get anything out of the training, you will need to put the effort in, and that will require commitment and an open mind to give it go.

Commitment means a willingness to give your time and energy to something.

If you want to change or improve your success or lifestyle, it may mean changing how you currently work or pushing yourself out of your comfort zone, and that can be challenging but worth the effort!

So, once again welcome to Salon Team Training, I'm excited to get started, and I hope you are too.

Kind Regards

A handwritten signature in black ink, appearing to read 'Caroline Turner', with a large, stylized flourish above the name.

Caroline Turner

## Salon Team Training



## HOW TO SUCCEED WITH CLIENTS

Training Teams since 1999

# The Power Mindset Introduction And Mission 1

Mindset means; A person's way of thinking and their opinions

How we think impacts; How we feel, behave and actions at work and home.

We can all be our own worst enemy; we can stop ourselves from getting what we want in life without realising it simply by how we think and speak.

Habits are anything we can do that's easy, from tying a shoelace, brushing our teeth, driving a car and, of course, client habits, how we work with clients.

However, habits can also be harmful and damaging; many people across the world don't realise the negative impact habits can have on their lives.

What would be the first thing you think?

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**Internal Conversations**

We all talk to ourselves in our heads; it's perfectly normal. However, those conversations, if left unchecked, can take on a life of their own, dominating how we feel about ourselves, effecting how we act and how we behave.

Would you have stood there and struggled to look?

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Peoples thoughts can take on an unhealthy focus, one that works against us, instead of for us.

*"I'm fat" "I'm so ugly" "I hate how I look."*

Damaging how we feel, raising anxiety, lowing self-esteem, and generally making us feel we're not good enough.

Many people don't realise the negative impact thinking habits can have on their lives;

However, our thinking habits can also fill us with confidence, high self-esteem, determination, joy, an "I can" attitude, the "Power Mindset".

Our thinking can play tricks on us if we don't keep it in check!

How would you describe your mindset?

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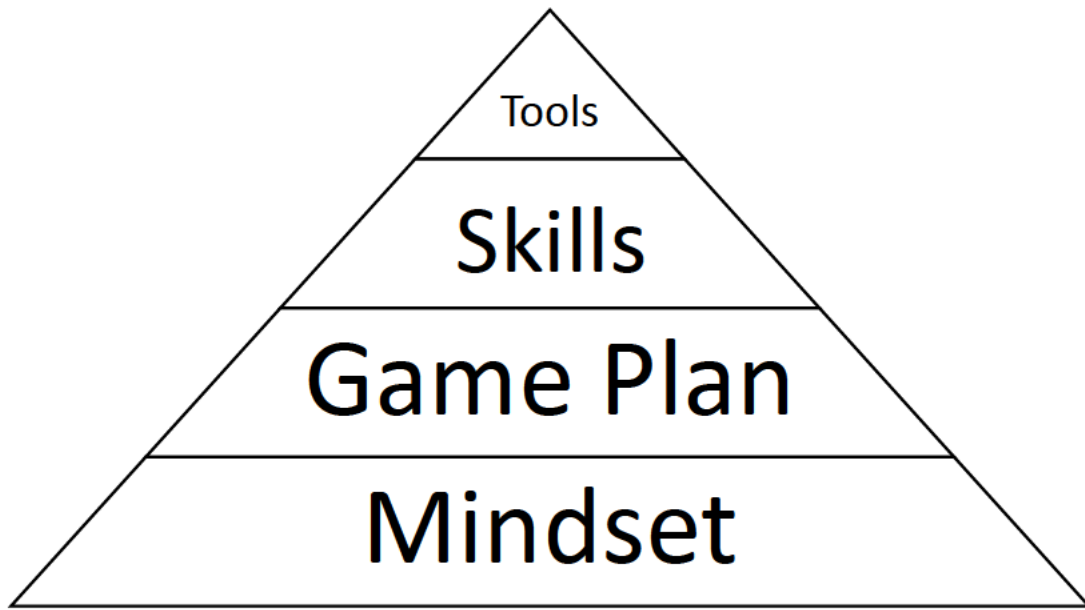
Psychologists would call these thoughts "irrational" because they're not logical or reasonable. After all, if someone loves or likes us, it's not because of the size of our thighs!

### **It's who we are as a person.**

Each one of us is amazing, and we all can reach our personal goals, wants and needs if we keep a check on **our thinking** and build the right habits.

Your mindset, how you think and your opinions are either working for you, building confidence or its working against you, coning you, tricking you into thinking you're just not good enough.

## The Vital Pyramid



Tools

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Skills

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Game Plan

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Mindset

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This course is designed to share with you the Game Plan;

What you do to succeed with clients

How you do it

When you do it

and, Why

However, THE most VITAL part to you being successful is your mindset, the way you think and your opinions.

For example, If you think;

“I’m useless at foils” “People around here can’t afford us” “I’ll never be able to retail” “I’m not a salesperson.” “I’m rubbish at nail art.”

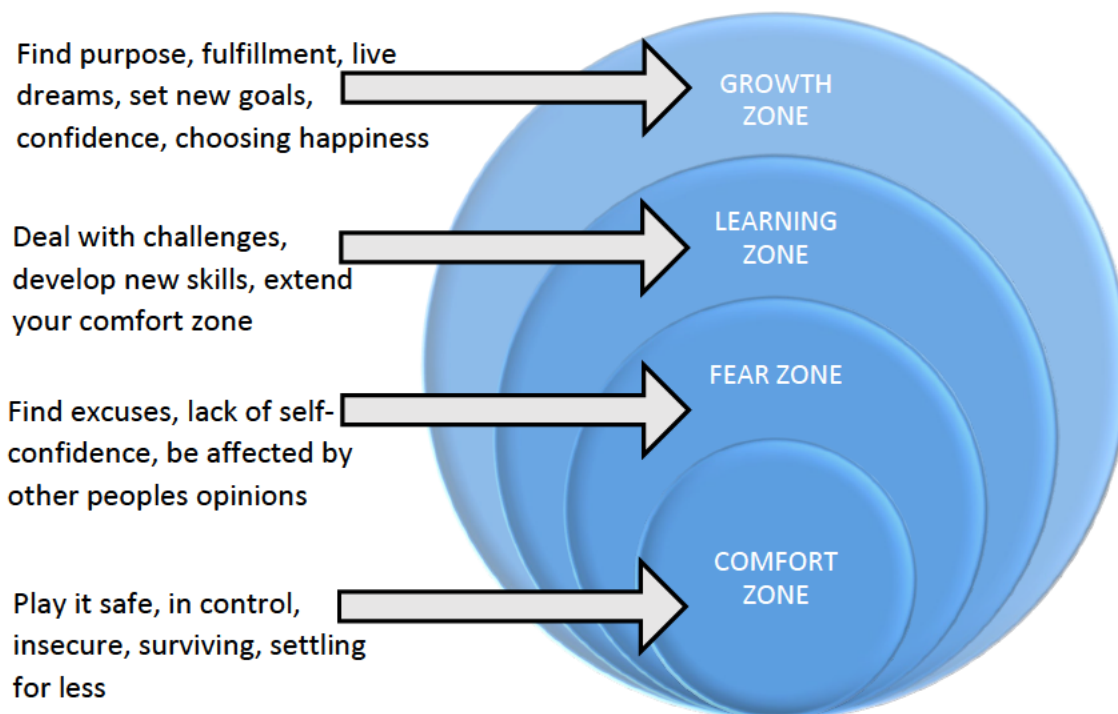
That’s then your mindset, and it will hold you back and make growing as a professional feel like hard work.

## Your mindset is VITAL to your success

For you to succeed in the industry AND for the training to work for you I need you to have a focus on I can, an open mind to give it go.

As you learn more about the client Game Plan, you’ll build your confidence with clients the right way, so you don’t waste time and money trying to figure it all out on your own.

You will need to have an open mind, potentially change, improve how you work with clients and change can be challenging.



Which zone do you want to live in?

## Set Missions.

The word mission means; an important task, project or job given to a person or group of people.

Each mission set will be part of your client game plan;

What you do to succeed with clients  
How you do it  
When you do it  
and Why

### Mission 1

Whenever you're in ANY client area, I would like you to smile. Why?

- 1 – **Smiling makes us attractive**, clients (people) are naturally drawn to people who smile
- 2 – **Smiling improves our mood**, smiling can trick the body and improve how we feel
- 3 – **Smiling is mirrored by others**; clients will feel happier
- 4 – **Smiling lowers blood pressure**; scientists found blood pressure drops when we smile
- 5 – **Smiling improves the immune system**; smiling is good for our health.
- 6 – **Smiling makes us FEEL good**; it releases endorphins, natural painkillers, and serotonin.
- 7 – **Smiling makes you look younger**, the muscles used to smile lift the face
- 8 – **Smiling make you seem successful**, people who smile appear more confident, more approachable and more successful at work
- 9 – **Smiling helps you stay positive**, even when a smile is forced in challenging times it still causes the brain to release the messengers that tell our body to relax, improve mood and reduce stress

Smiling helps you and your clients FEEL good.

Clients will only return to you if;

### **They like you, trust you and see you as the expert**

I would like you to smile when in **ALL** client areas because it helps clients to like and trust you, which will improve your client success and impacts your mindset.