

hello

- Greet within 5 seconds
- Remember eye colour
- Authentic smile
- No barriers
- Engaging opener

ask

- Give client a mirror
 - Adapt Face Mapping®
 - Annotate concerns
 - Find the priority
 - Repeat back
- Q Tell me about your skin: like/dislike?
 - Q Tell me your skin care routine?
 - Q What is your priority?
 - Q What is a typical day?

play

- Get three products!
 - Use body language
 - Mimic use
 - Explore with the client
- Q How does that smell?
 - Q How does that feel?
 - Q This is how you use it...

prescribe

- Prescribe 3 key products by summarising client's problems and solutions
 - Benefits and lifestyle
 - PRIORITY product
- Q How does that sound?

your follow up

- Rebook
 - Get details
 - Connect
- Q Can I check in with you in four weeks; when is a good time for you to pop in?
 - Q We would like to add you to our loyalty scheme and keep you up to date, can we take some details?
 - Q Would you like to connect with us on...?