



EXPRESS SERVICES

Lisa Conway looks at boosting less common services such as hair-up and smoky eyes to a whole new level.

In many salons today, the skill of putting hair-up is optional, and not an essential part of being a hairdresser. How disappointing!

I can't imagine how a hairdresser choosing not to master the art of hair-up can be in the best interest of clients. If you understand that your role is to create a wonderful environment and to share your knowledge, then not offering hair-up is selling your customers short.

I constantly hear from the average Joe or Josephine on the street that they love their hairdresser making suggestions. Hair-up is a suggestion that adds another layer of fun and lets you show clients just how wonderful they can look and feel.

If you don't do hair-up, I believe you cut the opportunity to impress somebody in half.

There is almost always someone in the team who is superb at hair-up. She (or he) enjoys it, is practiced at it and promotes herself as the hair-up specialist. So, why aren't you making time to share that person's know-how across your team so that everyone has this expertise to offer your clients?

Hair-up is not a whole new skill. We're sculpting hair every time we blow wave. We're managing the weight and the shape of the hair every time we cut. Hair-up is just an extension of that.

When I worked on the floor, I often put my own hair-up on the third day. It wasn't suitable to wear out on day three but it was fabulous to put up. I'd create a quick (perhaps five-bobby pin) construction. One round of hairspray and I was out the door.

An amazing number of women admired my do, so I created a service called "EXPRESS hairdo" at an additional cost of \$37. I could finish the blow wave, hold their hair roughly with one hand, where I thought it should sit and, with the other hand, hold the back mirror, getting them excited about the look I was creating. I'd just added \$37 to my average dollar sale. And, my client was out the door without having to wait an hour to be pinned or sprayed to death.

Most clients don't want to leave your salon looking like they might fall over and break their hair. They don't want bullet-proof hair. They want hair that looks sexy, elegant and believable. I'm not talking about extreme styles that need to last from sun-up until sundown and be photographed for lifetime memories. I'm talking about a woman who is going out in a couple of hours and will be fast asleep a few hours later. They don't want to spend half an hour removing dozens of bobby pins and dealing with a head of hair they're not sure whether to wet or brush.