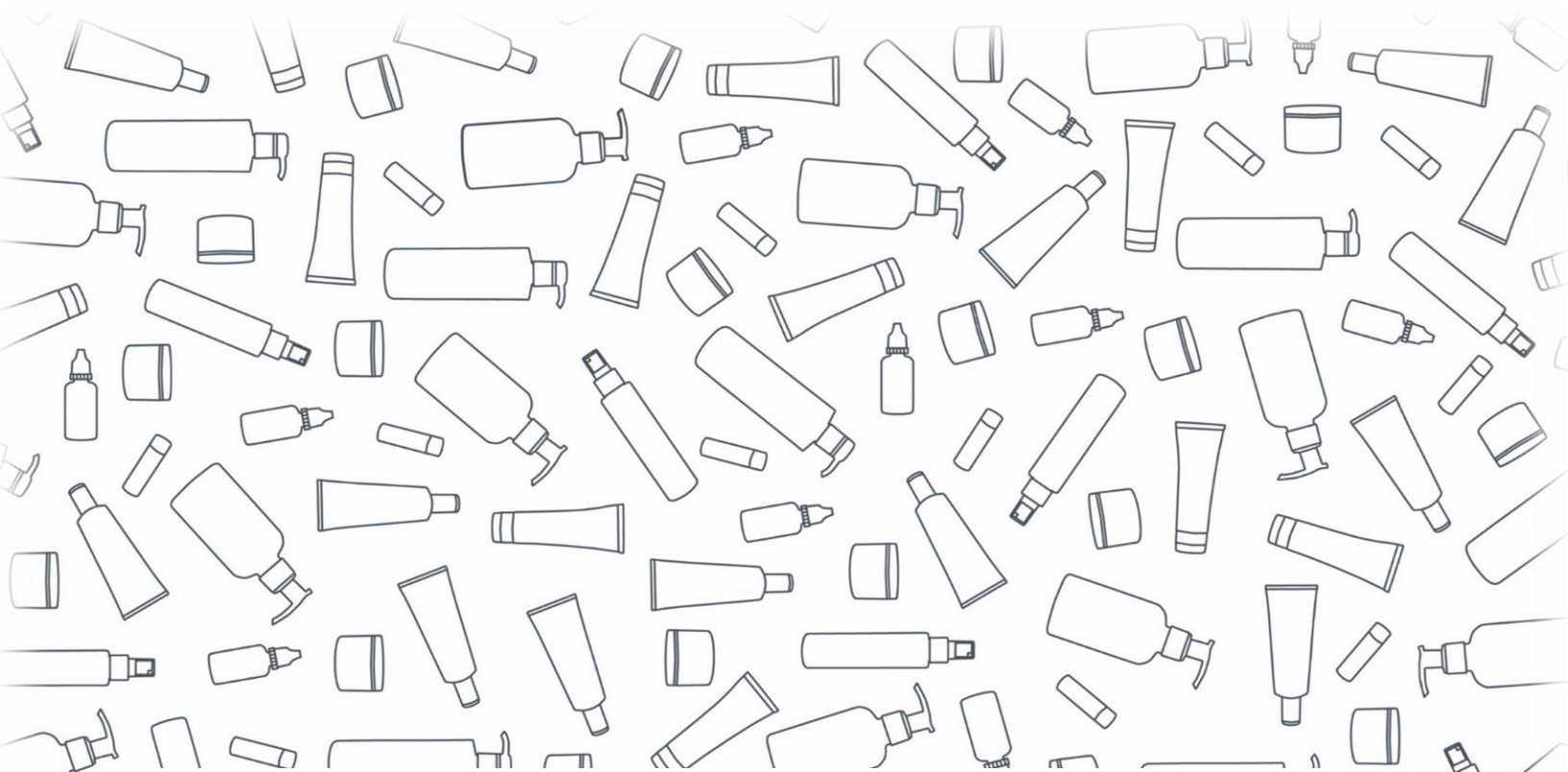




happy

retailing



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meet dermalogica

For more than 30 years, we have redefined professional excellence in the skin care industry. Instead of teaching "beauty school" to "beauticians," we teach skin health to skin therapists, offering the most challenging and rewarding postgraduate skin therapy curriculum in the world.

We believe in skin health, not beauty.

Dermalogica launched in 1986, a time when neon reigned, hair was big and beauty was more important than skin health. While snazzy, frilly products acted more as trendy accessories than tools for skin health, Dermalogica delivered innovation through real research, real ingredients and real results.

Today, Dermalogica still turns heads for innovative products and treatments that work, and our customers turn heads for skin health that goes farther than skin deep.

We believe professional skin care is not a luxury.

To us, skin care is part of daily health — like brushing your teeth! That's why we believe so much in the power of professional skin therapists to change how people value and care for their skin.

Since Jane Wurwand — herself a professional skin therapist — founded Dermalogica, our mission has been to bring respect and success to professional skin therapists through excellent education, innovative products and outstanding customer service. Everything we do is done to help *you* be the best, most successful and most influential skin therapist you can be.

We believe in setting the standard.

Dermalogica is the #1 choice of skin care professionals worldwide. To date, we have won more than 300 awards for our revolutionary products and treatments, all researched and developed by The International Dermal Institute (IDI). As a student, you're not only working with these products and treatments, you're learning the best, from the best, with access to more than 40 IDI classes and industry-leading experts!

Along with IDI, Dermalogica is the driving force behind more than 90 training centers, including our unique Immersive Learning Centers at select locations.





happy skin
happy customers
happy business

Good retailers know their value and believe in themselves and what they do. It's hard to sell authentically if you don't fully believe in the value of what you are selling. Remember, if your business carries retail product, you are retailing!

set your goal:

50:50 service to retail split



my successes:

a structure for easy conversations

h

hello – the all-important greeting that opens conversation and creates the first impression

a

ask – getting to know your customer and their skin without intimidating them

p

play – exploring and experiencing products and solutions with the customer

p

prescribe – summarizing the product solutions

y

your follow up – cementing the relationship

hello

While it sounds easy, saying “*hello*” can set the tone for the whole relationship. The customer will decide within the first 30 seconds whether they like you and trust you!

The important elements of engaging with customers on a friendly and non-threatening way include:

- **your body language**
- **a genuine smile**
- **good eye contact**



the elevator pitch

1. Focus on what your clients gain from your services
2. Highlight the need for what you do
3. Then share what you do, use personal stories and differentiate yourself from the competition!

My elevator pitch:

h

try our tips: hello

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

ask

This is about building trust that can lead to an ongoing relationship. It is ALL about them, the customer—not you. Take the time to listen to your customers and they will feel more valued. **Actively LISTEN** to them and do not bombard them with unnecessary information. The more you discover, the better you can fulfill their skin needs.

What should you ask?

- Q. Tell me about your skin: like/dislike?
- Q. What is your priority skin concern?
- Q. What is a typical day for you?
- Q. Tell me about your skin care routine...



a

try our tips: ask questions

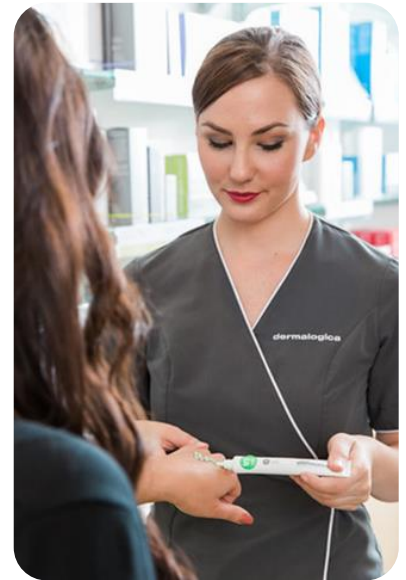
- Give client a mirror
- Adapt Face Mapping®
- Note their concerns in consumer language
- Find the **PRIORITY**
- Repeat back

play

This segment gives the customer a chance to explore and establish preferences in smell, feel and type of product. Remember to make the interaction client centric. Use your questions or use PLAY to focus on the client's concerns and preferences. KEEP IT SIMPLE!

Human Connection Tip:

- Take each product one by one starting with the **Priority Product**
- Reach out for the customer's hand and get the product onto their skin. You can apply to your hand and work the product over your skin so that they can mirror the action.
- Chat about the smell, the feel and texture. This is a fun exploratory stage and your chance to find the right thing for THEM. Give them time to process the sensory aspects of the product.
- When they stop working the product, tell them why they are going to like this product. The key to sharing any benefits is that it must be personalized to THEIR concerns.



P

Questions you can ask:

Q. How does that smell?

Q. How does that feel?

Q. This is how you use it...

try our tips: play

- Get **three** products
- Use body language
- Mimic use and explore with the client

prescribe

Prescribe is where we bring everything together and where the customer makes a purchase. Summarize the product recommendations and discussion for them. If cost is an issue, don't justify the price. Just narrow down to two or one priority products and sample the others. Always ensure that you have offered solutions to their key concerns.

choose 1 PRIORITY product + 2 secondary

The **PRIORITY product** is the one that we really want them to go away with, it will be the one that meets their immediate need best.



p

Questions you can ask:

Q. How does that sound?

try our tips: prescribe

- PRIORITY product
- Prescribe 3 key products by summarizing the client's problems and solutions
- Benefits and lifestyle

your follow up

It is critical at this stage that you have a plan to follow up with the client to reinforce the relationship and keep them coming back to you again and again. The HAPPY process is not complete until you have your second contact and are connected in regular communication. Ask for their preferred method of contact: email, text, phone call, etc.



Questions you can ask:

Q. I would like to 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 program and keep you up to date, can we take some details?

Q. Would you like to connect with us on...?

y

try our tips: your follow up

- Rebook
- Get details
- Connect

linking retail to services

Every skin care treatment client deserves the **HAPPY** treatment. Be sure to always complete your professional skin treatment with advice.

From hands and feet to lashes and waxing, many clients might visit your business—just not always for skin care. These customers still use moisturizers and cleansers, but may not purchase them from you. They present retail opportunities, so you simply need to get the conversation started.

You can use your **HAPPY** approach to have an easy, client centric conversation that introduces your customer to Dermalogica.

For a regular treatment customer:

- Introduce Hero products
- Introduce launch products

For alternative services customer:

- Product to support the service
- Offer complimentary **Face Mapping®**



action plan

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stay connected with us!



Download the app onto your Apple or Android device and stay connected with the tribe



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