

# Consultation and recommendation workbook

Watch video

— **Introduction to why sales and retail is important**  
and ask your self the following:

What is your retail current retail %? What is your retail % target?

Current

Target

What obstacles or challeges do you think are in your way of making  
a sale at the moment? e.g. *lack of time*

1

2

3

4

5

Watch video  
— **Obstacles to a sale**

Next to each obstacle, write the solution to preventing the obstacle or overcoming it

| Obstacle                                 | Solution |
|--|----------|
| 1. No product in stock                   |          |
| 2. Guest has no money                    |          |
| 3. Guest behaviour                       |          |
| 4. Not enough time                       |          |
| 5. Your product knowledge and confidence |          |

Watch video  
— **The client journey**

What is your client/guest journey?

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Before you watch the next video think about what questions you ask your guests in a consultation and write them down.

1

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2

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4

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Watch video  
— **Your column your business**

What is the equation to work out you retail %? It's in the video if you need to rewind and take a look;

Let's take a look at your average day based on your targets. Example in colour

|  |          |
|--|----------|
| What is your monthly target  | \$10,000 |
| What is your daily target (Monthly target divided by number of days worked in month) | \$500    |
| What is your average day of treatment value  | \$400    |
| how many clients on average do you see in one day                                    | 4        |
| What is your retail % target   | 25%      |
| How much retail do you need to achieve to hit your daily financial target            | \$100    |
| How much would you need to retail per guest to reach your target                     | \$25     |

Watch video  
— Introduction to DISC

Write the top 4 words that describe that behaviour

| Behaviour | 1     | 2     | 3     | 4     |
|-----------|-------|-------|-------|-------|
| D         | _____ | _____ | _____ | _____ |
| I         | _____ | _____ | _____ | _____ |
| S         | _____ | _____ | _____ | _____ |
| C         | _____ | _____ | _____ | _____ |

Thank you for taking this course. Remember you can watch the videos as many times as you like and don't be afraid to talk to your colleagues about it and ask for help or practise together. It takes practise and habits to reach your goals. Now you have the tools to do it!

*Best Wishes, Katie*