



the dynamics of human behavior

changing faces presentation



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reality check

There is no second chance to make a quality first impression with a new client. This is proven by the fact that on average only forty percent of all new clients return for a second salon or spa visit.

One of the last frontiers our profession, and other industries have to dramatically improve is the ability to communicate with people who are very different than we are. Changing Faces is a study of the unique characteristics and behaviors we personally possess. It is imperative that you recognize that your behavior has nothing to do with right or wrong, good or bad, it is simply who you are.

When you review the many factors that contribute to the overall success of a salon or spa, personal behaviors do play a critical role in the end result of our success. Achieving our full potential is a journey that takes time, commitment and dedication.



how to complete the changing faces evaluation

- **When you are reading each question you must think strictly about your professional life only. If you think about the questions personally you will not get an accurate evaluation**
- **Answer the questions as fast as possible. The faster you answer the questions the truer the score will be. There is not a right or wrong answer**
- **The Changing Faces Evaluation is 60 yes or no questions. The answer can only be yes or no. Some questions will be difficult to answer but we encourage you to trust your first instinct**
- **When you have answered questions in Segment One 1-15, total up your yes or no answers for each segment and do the same thing with Segments Two 16 - 30, Segment Three 31- 45 and Segment Four 46- 60**
- ***Enter the final totals at the end in the score card***

segment one

1. Are you a bottom line thinker most of the time?
2. Do you like to have information presented in a short precise manner?
3. Do you enjoy activities that are fast paced?
4. Are you a person who can make decisions quickly?
5. Are you a person who does not like too many rules and regulations?
6. Are you a take - charge type person?
7. Are you a high-risk taker?
8. Are you a "results" driven person?
9. Do you enjoy a good debate?
10. Will you confront someone when you are upset?
11. Are you relentless about achieving your goals?
12. Do you believe that you can reach any goal?
13. Do you have a no non-sense personality?
14. Do you believe you have an above average intelligence?
15. Once you make up your mind do you change it often?

Total Yes _____

No _____

segment two

16. Are you impulsive?
17. Do you consider yourself a person who can influence people?
18. Do you find it difficult to stay organized?
19. Do you enjoy talking on the telephone?
20. Do you often come up with lots of ideas?
21. Do you get hurt easily by what people say about you?
22. Do you have a high empathy level for people you don't even know?
23. Do you like to be considered popular?
24. Can you start a conversation with a stranger?
25. Can you convince most people on your ideas?
26. Do you seem to be comfortable in large groups of people?
27. Do you seem to be juggling lots of balls most of the time?
28. Is it important to make friends?
29. Are relationships important to you?
30. Can you become comfortable in a new environment quickly?

Total Yes _____

No _____



segment three

31. Do you have a very organized area in work?
32. Are you an accurate and precise type person?
33. If you were checking out the cash drawer and the money didn't balance, would you find the error before you left?
34. Do you enjoy putting information into a system?
35. Do you consider yourself a taskmaster?
36. Do you enjoy analyzing problems?
37. Do you often ask a lot of questions?
38. Would you consider yourself somewhat of a perfectionist?
39. Are you difficult to convince?
40. Do you enjoy breaking problems into smaller understandable parts?
41. Are you good with detailed work?
42. Is thoroughness one of your strengths?
43. Are you a data and facts oriented person?
44. Do you enjoy being in control of a project?
45. Do you find yourself over thinking many situations?

Total Yes _____

No _____

segment four

46. Do you consider yourself a good listener?
47. Do you like to see conflicts resolved rather than a shouting match?
48. Will you try to avoid conflicts?
49. Can you see the other person's viewpoint most of the time?
50. Are you good-natured most of the time?
51. Do you favor products with a long-standing reputation?
52. Do you enjoy a quiet environment?
53. Do you like to solve problems with your teammates?
54. Would you consider yourself a good team player?
55. Do you enjoy an environment that doesn't change too often?
56. Does it take you awhile to trust someone?
57. Do you enjoy pleasing people most of the time?
58. If you just meet someone, would you tell him or her personal things about your self?
59. When you go to a place for the first time, does it take you time to get comfortable?
60. If you're with friends will you go along with what the group wants to do?

Total Yes _____ *No* _____

note:

***does all you're yes and no answers total 15 in each segment?
did you think strictly business when answering the questions?***

changing faces score card

yes

no

**segment one
questions 1 – 15**

**segment two
questions 16 -30**

**segment three
questions 31 – 45**

**segment four
questions 46 – 60**

floater

the characteristics of the 5 behaviors

The Power Broker

- 1. Short specific questions that relate to their needs and wants**
- 2. Statements that get to the bottom-line**
- 3. Offer several options to their service and product needs**
- 4. Allow them to make the final statement in the conversation**
- 5. They like you to acknowledge their talents**
- 6. Talk about their career**
- 7. Talk about current events**
- 8. Be totally prepared when you consult with them, especially the facts and the prices**
- 9. Give just enough information that will explain the products or services**
- 10. Present your information with firm conviction**
- 11. Don't jump from point to point in your consultation**

the characteristics of the 5 behaviors

The Expressive

- 1. They enjoy strong personal interaction on any visit**
- 2. They want to become friendly very quickly**
- 3. They love anything new, trendy and fashionable**
- 4. Being personable will create trust immediately**
- 5. Two – way conversations is essential to gain this client**
- 6. Just start a sentence and they will finish it for you**
- 7. Introduce them to staff members and clients that are there**
- 8. Don't whisper around them, they will get concerned**
- 9. They like to discuss their friends and family**
- 10. Tell them about testimonials from your customers**
- 11. Give minimal facts and data**
- 12. Don't make your explanations too lengthy**
- 13. Talk about fashion, movies, music, and what's happening**



the characteristics of the 5 behaviors

The Analyzer

- 1. They want as much information available on a specific subject**
- 2. Use a systematic approach in conversation and finding solutions**
- 3. Do not pressure them to come to a decision or force a purchase on them**
- 4. Point to unique key elements of the product or service**
- 5. Define clearly any hair, skin or nail information**
- 6. Provide proven testimonials from several of your customers**
- 7. Take lots of time with your consultation**
- 8. Have written information and data to present**
- 9. Show several options to the solution**
- 10. They will want to ask many questions before they are comfortable to move forward with a service or buying products**

the characteristics of the 5 behaviors

The Harmonizer

- 1. Ask non-threatening questions**
- 2. Talk about hair, skin and nails ideas in the future tense**
- 3. Stress brand quality and longevity of product**
- 4. Take a conservative approach to the conversation**
- 5. Don't shout or talk fast or jump from subject to subject**
- 6. Don't get too personal with your questions**
- 7. Be very honest with them**
- 8. Always down play risk**
- 9. Too many options can be confusing to them**
- 10. Guarantees are very important to them**

the characteristics of the 5 behaviors

THE FLOATER is a combination of the Power Broker, Expressive, Analytical and the Harmonizers characteristics

- 1. To consult with a floater you have to have a balanced approach to satisfy them**
- 2. No one thing you say or do will sway them, but it is the combination of your actions**
- 3. You need to recognize that at anytime they can change their behavior based on their interest or lack of it in that subject matter**
- 4. They don't like long rambling questions. They want more factual information**
- 5. They will often try to coach you through your presentation to get it done. They often know where you want to go with the conversations so get to the point in a reasonable time**
- 6. They will seem cautious if your presentation is not fluid. You can't do your presentation by the seat of your pants you will not be successful**
- 7. They enjoy a logical approach to their needs**
- 8. A balance of value and quality in a service or product is necessary to grab their attention**
- 9. If they say they need to think about it, don't push it**
- 10. Remember the Floater in most cases wants you to convince him or her of the value of your services and products**

why customers buy & why they don't

Why I Buy

- ✓ I like people who take the time to explain things to me
- ✓ You are courteous, thank you.
- ✓ Explain to me why this product is popular
- ✓ You have a lot of patience I appreciate that
- ✓ I enjoy that you're not rushing me into a decision
- ✓ You seem to want to solve my problem

Why I Won't

- ✓ Please don't rush me
- ✓ This sales person is in to much of a rush for me
- ✓ Your explanation still leaves me wondering
- ✓ You seem to be getting upset
- ✓ You have so many products it's confusing
- ✓ I'm not interested in a product I never here about

Who am I? _____



why customers buy & why they don't

Why I Buy

- ✓ **Everyone in here is friendly**
- ✓ **Thank you for showing me everything that is new**
- ✓ **I just love all the services you have, the more the merrier**
- ✓ **Your receptionists were very pleasant**
- ✓ **You have my favorite color line and products**
- ✓ **Thank you for explaining the new trends in haircutting and color**

Why I Won't

- ✓ **You really seem to be in a hurry**
- ✓ **Oh, you don't feel like talking today**
- ✓ **You don't know a lot about the products**
- ✓ **What no small talk today**
- ✓ **Do you think I should buy it**

Who am I? _____



why customers buy & why they don't

Why I Buy

- ✓ **Your sign tells me everything I need to know**
- ✓ **Your explanation is very clear to me**
- ✓ **You seem to believe in this product**
- ✓ **Tell me the price of the product now**
- ✓ **How often have you done this new service**
- ✓ **I don't need any further information**

Why I Won't

- ✓ **I can make my own decision thank you**
- ✓ **You're not sure about how it works**
- ✓ **You will have to justify that price to me**
- ✓ **Is that the complete cost**

Who am I? _____



why customers buy & why they don't

Why I Buy

- ✓ I have a lot of questions to ask you about that product
- ✓ Just one more question, thanks for your patience's
- ✓ Do you have information in writing that supports your claims
- ✓ May I see the directions before I purchase
- ✓ I like your knowledge of the service

Why I Won't

- ✓ Are these difficult questions for you
- ✓ You have so many different products on your station, which one do you like the most
- ✓ Why are there two different prices on those products
- ✓ It doesn't make sense to me
- ✓ Are you unsure of your information

Who am I? _____

