

95% of spas have their own website.

Get a head start by setting up your own free skin care website while you're still in school, by logging in as a member at www.ascpskincare.com.

Talking to Clients on the Phone

By the time someone gives you a call, he or she has probably seen your advertising, has a specific service in mind, and wants to make a booking. But if you're making it difficult for them with bad phone etiquette, you can easily lose new clients before they even meet you.

Practice Your Professional Greeting

Ideally, you should have a separate phone line for your business. If you take both business and personal calls on the same phone, always use your professional greeting, just in case. It's far better to accidentally give your mom a business greeting than to accidentally pick up a new client's call and say, "Hey."

Before you answer, take a deep breath (this steadies and lowers your voice slightly, making it sound more pleasant on the phone). Smile, even though the caller can't see your face: a smile will show in your voice. Answer by saying the name of the business and your name. Some sample greetings:

- "Hello, Midtown Skin Salon, this is Trina speaking. How can I help you?"
- "Hi, this is John Sherman of Deluxe Wax Studio."
- "Good morning, this is Becky at Beautiful You."

If you work from home, have rules about who can answer your phone if you're busy (never bring your phone into the treatment room, or use it while you're with another client). Write out a short script and keep it near the phone so others can answer properly and get the information you need.

Avoid Voice Mail Mistakes

Bad voice mail greetings are great ways to get rid of potential clients. Worst of all is leaving your phone's greeting set to the default robo-voice. Record your voice mail message yourself, speaking slowly and clearly with no distracting background noise.

Nancy Friedman, founder of the customer service training company Telephone Doctor (www.telephonedoctor.com), says there are four voice mail phrases to avoid:

- "I'm not here right now." This is obvious! Instead, let your callers know when you are in: "I'm here weekdays from 11 until 6, and on Saturdays from 8 to 4."
- "Your call is very important to me." Being told this by a recorded message will drive some clients crazy. Do you ever believe this cliché when you're on hold?
- "I'm sorry I missed your call." This only draws attention to the fact that you didn't pick up the call personally.
- "I'll call you back as soon as it's convenient." This sounds very rude to some people.

Check your messages between clients and return calls promptly. By paying attention to making a good first impression on the phone, you'll start out right with every client. ☘



Which Message Shines?



"You have reached 555-123-4567. The number you have dialed is busy. Please leave a message after the tone."



"Hi, this is Karla. I'm not here right now, but your call is important to us, so please leave a message and I'll call you back as soon as possible."



"Hi, this is Karla Jones at Karla's Skin Care. We're open every day from 9 to 6, with late nights on Thursdays until 8 p.m. I'm with a client now, so please leave your number and I will call you back. You can also visit www.mywebsite.com to make an online booking and see this month's specials. Thank you for calling, and have a beautiful day!" 🌸



"Of course you'll make mistakes. You'll make them of them twice. If you do make a mistake, don't hide it. Recognize it and admit it. We never stop learning, no matter how long we've been in the field."

Q&A: What if my client has facial piercings?



Things to consider in this situation include products to be used, the client's sensitivity, the location of the piercing, and how recent it is. Avoid using any acidic products near a piercing. This includes products containing glycolic acid, lactic acid, retinol, phytic acid, low pH ascorbic acid, or any other low pH product.

When using a heavy-duty treatment such as a Jessner's or trichloroacetic acid (TCA) peel, keep it well away from any pierced area. These products are too harsh to use near a piercing. Apart from the risk of injury, they can also corrode metal jewelry if it is left in during the treatment.

Be sensitive and courteous if you ask a client to remove facial jewelry. You can say, "Would you like me to work around your piercing, or will you be removing it?" This will let clients know the options and choose for themselves; respect their wishes.

It is best not to perform skin care services on a client who has a new, unhealed facial piercing. Advise him/her to wait until the piercing is fully healed.

The staff of Associated Skin Care Professionals (ASCP) is on the road frequently, visiting schools to share information and to help provide students with the tools needed to successfully transition to professional life. In this column, we answer some commonly asked questions. If you have a question, visit www.ascpskincare.com or email getconnected@ascpskincare.com. 🌸

Learning to Concentrate

Good concentration skills include being able to focus at will, sustain concentration over a period of time, and focus on one thing at a time. Educators break concentration into three levels: light, moderate, and deep.

For the first few minutes when you sit down to study, you may be restless or easily distracted. This is the “light concentration” phase. Only very small amounts of information can be learned at this level.

After about five minutes of light concentration, you are likely to enter the moderate concentration phase. This stage is characterized by increased interest in the book, lecture, or other material you are trying to concentrate on.

After about ten minutes of light and moderate concentration, you may enter a stage of deep concentration. This is where the most effective learning takes place. You are absorbed by the subject, and difficult to distract. If you are distracted, you are able to ignore the distraction and quickly return to full concentration.


Many students never get into deep concentration mode. They move back and forth between light and moderate concentration because of distractions, lack of motivation, lack of interest in a particular topic, or lack of practice at prolonged concentration. These students may spend a lot of time studying but still accomplish very little.

Although some people are naturally better at concentrating, anyone can improve their concentration skills with practice. Here are some tips:

- Use physical or verbal prompts when it's time to focus. At the beginning of a class or study session, tell yourself, “I will pay attention NOW!” or perform a specific physical action—this could be a deep breath, stretching your arms over your head, or tapping the desk with your knuckles. Over time, you will train your mind and body to associate this action with the beginning of concentration, and performing the action will trigger your focus.
- If you find a particular topic uninteresting, talk to a student who is very interested in it. Excited people can energize you, or help you understand the value they see in the topic.
- Motivation is difficult if you are overwhelmed or feel no sense of accomplishment. Goal setting is the best way to deal with this type of distraction. Set daily, weekly, and monthly study goals and reward yourself for progress. 🌸

*takes. Just don't make any
mess things up, don't try to
admit it and learn from it.
one of us.” ~John Flanagan*



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