

TEXTURE ON TOUR



@tiffaniandcompany_

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ABOUT ME

TIFFANI BESTE

Hailing from a town situated north of Seattle, WA, I have been in the hair industry for a decade, specializing in curly hair for the past three years. I serve as an educator and product development team member for SEVEN haircare, a Seattle-based company. My certifications include Rëzo cutting and coloring, as well as Forever Curls Academy. As an educator, my passion for curls motivates me to share my knowledge and expertise with fellow stylists, while also helping clients with textured hair feel confident and satisfied with their experience in the salon.

SEVEN 

CONSULTATION

ASK

“May I touch your hair?”

ANALYZE

Assess your clients hair and the desired outcome.



ANSWER

“Do you have any questions for me before we get started?”

APPROACH

Explain to the client what your approach will be and why.

FOUNDATIONS OF CURLY CUTTING

Forget everything you thought you knew and set it aside.



NOTES:

FOUNDATIONS OF CURLY STYLING

5 STEPS FOR STYLING:

1. CLARIFY
2. HYDRATE
3. HYDRATE AGAIN
4. HOLD
5. SHAKE

NOTES:



SEVEN®

CLEANSER & CONDITIONERS



CLARIFY shampoo

Clarifying and chelating. Detoxifies the scalp and eliminates build up from hard water, pollutants, sebum, and products.



HYDRATE shampoo

Ultra hydrating shampoo best suited for medium to coarse hair textures. Great for curls and does not weigh down the hair with any left behind residue.



DIAMOND hair mask

Intensely hydrates, nourishes, and detangles, restores softness, shine, and radiance. Strengthens hair and increases volume.

STYLING PRODUCTS:



WAVE curl cream

Great substitute for a leave in cream if you're looking for something a more moisturizing. Can also be used as a stand alone styling cream.



NUVO gel

Light, alcohol free gel that doesn't leave to hard of a cast. Perfect for lived in curls. Fragrance free and perfect for layering.

 @sevenhaircare

BUSINESS BUILDING & MARKETING

“If you chase money, it runs.”



PURPOSE:

What fills your cup?
Why do you do this job?
What makes YOU happy?

AUTHENTICITY:

You attract what you are.
You're clients know when you're lying.
Being yourself is your best marketing tool.

VALUE:

What makes you different?
How much education have you taken?
How are turning good services into great ones?

CLIENT RETENTION

CONFIDENCE:

For your clients, it's imperative to believe that you are the sole stylist capable of providing precisely what they desire.

COMPETITIVE ADVANTAGE:

One of the initial steps to establish yourself as a distinct hairstylist is to evaluate your unique qualities that differentiate you from others in the same field.

PRE-BOOKING APPOINTMENTS:

Booking appointments in advance provides both security and future revenue opportunities.

FOLLOW-UP:

Following up with your clients to check in on their service, as well express gratitude

RETAIL:

Promoting product sales with the understanding that satisfied customers will likely require additional purchases and return visits in the future.

REVIEWS:

Incorporating reviews and testimonials can foster trust and cultivate a loyal customer base.

EDUCATION:

Continuing your education to grow your craft and fuel your inspiration

HONESTY & AUTHENTICITY:

Be genuine and your authentic self. Also, be open and honest with your clients.

