

INSTANT INCOME

Instant Income Workbook 3

RockStar Retail



empowering you®

INSTANT INCOME

Workbook 3: Rockstar Retail

Rockstar Retail Assessment

Name _____

Date _____

(Please rate yourself using the ROCKSTAR rating system)
3 Stars = Always 2 Stars = Sometimes 1 Star = Never

The Consultation

RATE YOURSELF: ★ ★ ★ ★ ★ ★

The Shampoo Experience

RATE YOURSELF: ★ ★ ★ ★ ★ ★

The Service

RATE YOURSELF: ★ ★ ★ ★ ★ ★

Product Recommendations

RATE YOURSELF: ★ ★ ★ ★ ★ ★

INSTANT INCOME

Workbook 3: Rockstar Retail

Retail Recommendations

Educating through the service

When providing the service, be sure to follow through with educating your guest on retail as well as tips and tricks you use to achieve the look. If you use a product, you just need to tell them **WHAT** it is, **WHY** your using it, and **HOW** it will help them at home.

Just pick up the product and say...

- This is **WHAT** I am using...
- This is **WHY** I choose to use it on you...
- This is **HOW** you will use it at home...

What, why & how script example

"_____ (Client name) I am using the Sculpting Gel today, I have selected this product because you indicated you want a little more body and lift in your hair and this product will do just that, you will want to apply about a nickel size amount into your hair when it's wet and then blow dry your hair. Again, this will help give your hair that little extra lift you are looking for and like so much in your hair."

Create your WHAT, WHY & HOW example

Close

At the end of the service put the 3-5 products you used on them on the counter and say; "These are the products you and I talked about today. Recap how to use them (**WHAT, WHY, HOW**) and let them choose what they want!"

INSTANT INCOME

Workbook 3: Rockstar Retail

RockStar Productivity Worksheet

	GOAL	MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
1	# of Clients								
2	Service \$								
3	Average Service \$								
4	Retail \$								
5	Average Retail \$								
6	Total \$								
7	Average Ticket								

	HOW!	GOAL	MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
1	# of Retail Clients									
2	# Cuts									
3	# of Styles									
4	# of Colors									
5	# of Texture Services									
6	Total # of Services									

INSTANT INCOME

Workbook 3: Rockstar Retail

Homeplay

1. Print off the WHAT, WHY & HOW Script and practice it on friends and family.
2. Perform the Killer Consultation on all of your guests this week.
3. Perform the WHAT, WHY & HOW on half of your guests this week.
4. Fill in daily your Rockstar Productivity Worksheet "WHAT & HOW" sections.
5. Listen to Track # 7 (Pre-booking) of your 5 Steps to Rockstar Results CD.