Connect Aveda: Service

Educator Guide
Connect Aveda: Service

Acknowledgements
Development of this program ...

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Getting Started

About This Guide

What’s the purpose of this guide?

This educator guide provides a master reference document to help you prepare for and deliver the *Connect Aveda: Service* program.

What will I find in the guide?

This educator guide is a comprehensive package that contains

- the workshop delivery sequence
- checklists of necessary materials and equipment
- presentation scripts and key points to cover, and
- instructions for managing exercises, case studies, and other instructional activities.
About This Guide

How is this guide organized?

This section, “Getting Started,” contains all of the preparation information for the Connect Aveda: Service program, such as learning objectives, pre-work, required materials, and room set-up.

Following this section is the “Training At A Glance” table. This table can serve as your overview reference, showing the module names, timings, and process descriptions for the entire program.

Finally, the program itself is divided into modules, each of which is comprised of one or more lessons. A module is a self-contained portion of the program, usually lasting anywhere from 20 to 90 minutes, while a lesson is a shorter (typically 5-20 minute) topic area. Each module begins with a one-page summary showing the Purpose, Time, Process, and Materials for the module. Use these summary pages to get an overview of the module that follows.
About This Guide, continued

How is the text laid out in this guide?
Every action in the program is described in this guide by a text block like this one, with a margin icon, a title line, and the actual text. The icons are designed to help catch your eye and draw quick attention to “what to do and how to do it.” For example, the icon to the left indicates that you, the instructor, say something next. The title line gives a brief description of what to do, and is followed by the actual script, instruction set, key points, etc. that are needed to complete the action.

A complete list of the margin icons used in this guide is provided on the following page.

IMPORTANT NOTE
You may also occasionally find important notes such as this one in the text of this guide. These shaded boxes provide particularly important information in an attention-getting format.
About This Guide, continued

Graphic Cues

Module Blocks

Goal | Time | Overview | Materials | Break

Lesson Blocks

Quiz | Flipchart | Activity | Handouts | Important Note | Key Points | Slide

Ask | Say | Time | Q&A | Transition | Video | Workbook

4MAT Wheel | Connect | Attend | Image | Inform | Practice | Extend

Refine | Perform
The Program In Perspective

Why a Connect Aveda: Service program?
The Connect Aveda: Service program is designed to teach the learner the four steps of the Aveda Service Cycle and the service behaviors associated with each step.

Learning Objectives
After completing this module of the Connect Aveda training program, the learner will be able to:

- Describe and perform each step of the Aveda Service Cycle
- Describe and perform the service behaviors associated with each step of the Aveda Service Cycle
- Describe the difference between instant and elite guests
- Provide consistent, exceptional service to every guest

Program Timing
2 hours

Number of Participants
1
Program Preparation

Participant Pre-Work
The learner must complete the following prerequisites:
■ Connect Aveda: Rituals of Renewal

Required Materials
■ Connect Aveda: Service Educator Guide
■ Connect Aveda Participant Workbook
■ Hair Care Consultation Tool
■ Elemental Nature℠ Questionnaire
■ Purescription™ Pad
■ Above & Beyond Program Binder
■ Blank Mystery Shop Report
■ EC’s Most Recent Mystery Shop Report

Room Set-Up
None

Instructor Preparation
Read through this educator guide, and make sure you are comfortable with all the information and activities.
## Training At A Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 hours</td>
<td>Service</td>
<td>Welcome the learner to the training, review the learning objectives, perform the best service experience ever activity, review the four steps of the Aveda Service Cycle and the behaviors associated with each step, demonstrate the Aveda Service Cycle behaviors and give the learner the opportunity to practice, review the mystery shop program, help the learner complete the knowledge check and action plan.</td>
</tr>
</tbody>
</table>
Goal
The purpose and goal of this module is to teach the learner four steps of the Aveda Service Cycle and the service behaviors associated with each step.

Time
2 hours

Overview
Welcome the learner to the training, review the learning objectives, perform the best service experience ever activity, review the four steps of the Aveda Service Cycle and the behaviors associated with each step, demonstrate the Aveda Service Cycle behaviors and give the learner the opportunity to practice, review the mystery shop program, help the learner complete the knowledge check and action plan.

Materials Needed
See the Required Materials list at the beginning of this guide.
**Welcome and Introduction**

**KEY POINTS**
The purpose of this lesson is to help the learner connect with the idea that exceptional service has a lasting impact and review the Aveda Service Cycle.

**SAY**
Welcome to the Connect Aveda: Service training module. For the next two hours, you’re going to learn how to provide every guest with consistent, exceptional service.

**Learning Objectives**
- Describe and perform each step of the Aveda Service Cycle
- Describe and perform the service behaviors associated with each step of the Aveda Service Cycle
- Describe the difference between instant and elite guests
- Provide consistent, exceptional service to every guest
Welcome and Introduction

Learning Objectives

SAY

Our learning objectives for today are:

- Describe and perform each step of the Aveda Service Cycle
- Describe and perform the service behaviors associated with each step of the Aveda Service Cycle
- Describe the difference between instant and elite guests
- Provide consistent, exceptional service to every guest
Welcome and Introduction

ACTIVITY: BEST SERVICE EVER

- Ask the learner to think about the best service experience they’ve ever had and to describe it in their workbook.
- Ask the learner to think about what service means to them and to record their response in their workbook.
- Debrief the activity by asking for the learner to share their responses.
- Emphasize common themes you hear in their service experience, including establishing an instant connection, personalizing the service and going above and beyond.

SAY

Earlier in the Connect Aveda training, you learned that rituals are part of what makes Aveda’s service unique.

ASK

Can you tell me the rituals you learned and briefly describe each one?

(Listen as the learner describes the Aroma Sensory Journey, Chakra™ Sensory Journey, Stress-Relieving Hand Ritual and Stress-Relieving Neck and Shoulders Ritual.)
Welcome and Introduction

Slide 4

The goals of providing consistent, exceptional service to guests:

- Introduce guests to the Aveda brand and mission
- Establish a true connection with every guest
- Exceed guests’ service expectations
- Ensure every guest leaves feeling better than when they arrived

SAY

Thank you. The goals of providing consistent, exceptional service to guests are to:

- Introduce guests to the Aveda brand and mission
- Establish a true connection with every guest
- Exceed guests’ service expectations
- Ensure every guest leaves feeling better than when they arrived

ASK

How do you think providing consistent, exceptional service will be beneficial to you in your role as an advisor?

(Listen for: It gives you a feeling a satisfaction, makes you more successful, helps the entire team succeed, etc.)

SAY

Those are all great answers. To ensure your success, Aveda has created a roadmap of sorts, to help guide you as you interact with guests—the Aveda Service Cycle. The Aveda Service Cycle ensures that every guest receives the same
Welcome and Introduction

exceptional service when they visit any EC.

Page 26

Direct learners to the Connect Aveda Participant Workbook.

Aveda Service Cycle

SAY

Earlier in the Connect Aveda training, you learned the four steps of the Aveda Service Cycle.

ASK

Can you tell me the four steps of the Aveda Service Cycle?
(Listen for: Connect, discover needs, provide solutions, confirm.)

Slide 5

SAY

That’s right. There are four steps to the Aveda Service Cycle, and each step has its own set of service behaviors. Let’s take a closer look at them now.
Connect

KEY POINTS
The purpose of this lesson is to review the service behaviors associated with the connect step of the Aveda Service Cycle.

SAY
Every step of the Aveda Service Cycle is important, but there is something to be said for first impressions.

ASK
- Have you ever been given a bad first impression of someone or something? What was it that gave you that bad impression?
  (Accept any answer.)
- Did having that bad impression influence whether you interacted with that person or visited that place again?
  (Listen for: Yes.)

SAY
Bad first impressions can be difficult to overcome. That’s why the connect step of the Aveda Service Cycle is so important. The relationship with the guest begins the
Connect

moment they walk through the door. If the guest isn’t comfortable or doesn’t feel welcome, they’re less likely to accept the services we offer or to shop with us again.

Slide 7

ASK

Do you remember the service behaviors associated with the connect step of the Aveda Service Cycle?

Page 27

Direct learners to the Connect Aveda Participant Workbook.

Review the connect service behaviors with the learner. Instruct them to record each behavior in their workbook:

1. Acknowledge guest in a friendly manner, even if you’re busy.
2. Say “Welcome to Aveda” within the first few minutes.
3. Offer Aveda Comforting Tea on a tray.
4. Ask “Are you familiar with Aveda?”
5. Share the Aveda brand overview statement.

SAY

Let’s go through each of these behaviors individually.
Connect

**Acknowledge guest in a friendly manner, even if you’re busy.**

Like we talked about earlier, first impressions are powerful. To acknowledge the guest:

- Smile.
- Acknowledge the guest within 20 seconds of entering the EC.

**ASK**

Why do you think it’s important to acknowledge the guest within 20 seconds of entering the EC?

(Listen for: It lets the guest know you’re aware of them, makes the guest feel valued, establishes a connection, etc.)

**SAY**

Right. Even if you’re busy, it’s important to acknowledge that you know the guest is there. It can be as simple as smiling and making eye contact.

**Say “Welcome to Aveda” within the first few minutes.**

After you’ve acknowledged the guest through some form of non-verbal communication, it’s important that you verbally greet the guest within the first few minutes. This strengthens the connection you’ve established with them.

**Offer Aveda Comforting Tea on a tray.**

Offering Aveda Comforting Tea on a tray is one of our Rituals of Renewal. The Tea Ritual can be performed at any time during the Aveda Service Cycle, but it’s usually performed as part of the connect step because it encourages guests to browse.
Connect

**ACTIVITY: TEA RITUAL DEMONSTRATION**

- Place 4–5 cups of tea on a tea tray. Also display one jar or one box of Aveda Comforting Tea.
- When offering a cup of tea to the guest, say “Please enjoy a cup of Aveda Comforting Tea. It’s a blend of peppermint and licorice root and is sugar- and caffeine-free.”
- When the guest takes a cup, share that the tea can also be served cold.

**ASK**

What language did I use to offer Aveda Comforting Tea?

**SAY**

Use the following language to offer a Aveda Comforting Tea to a guest:

“Please enjoy a cup of Aveda Comforting Tea. It’s a blend of peppermint and licorice root and is sugar- and caffeine-free.”

**ASK**

Why do you think it’s important to offer tea using a phrase rather than asking the guest if they want a cup?

(Listen for: A statement is more powerful than a question, encourages the guest to accept the tea, etc.)

**SAY**

Ask: “Are you familiar with Aveda?”

After you’ve greeted the guest and offered them a cup of Aveda Comforting Tea, ask whether they’re familiar with Aveda. This question helps you determine whether the
Connect

guest is a new guest, which then gives you the opportunity to introduce them to the Aveda brand and mission. It also helps you customize their service experience.

**Share the Aveda brand overview statement.**

Again, the connect service behaviors can be performed in a slightly different order depending on the needs of the guest, but this is the natural progression.

If after asking the guest whether they’re familiar with Aveda they say “no,” then it’s important to share the Aveda brand overview statement, as it introduces guests to Aveda and its mission.

**ASK**

Do you remember the Aveda brand overview statement?

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**Slide 8**

Direct learners to the Connect Aveda Participant Workbook.

Aveda Brand Overview Statement

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© 2012
Rev. Date 4/26/2012
Connect

ASK

Can you please read the Aveda brand overview statement aloud?

(Listen as the learner reads the Aveda brand overview statement:

Aveda is a professional hair and skin care brand with high-performing, plant-based products that treat the earth with respect.)

SAY

Thank you. When sharing the Aveda brand overview statement with guests, feel free to express it in your own words, but this statement is ultimately what we want to tell the guest.

After you’ve shared your version of the Aveda brand overview statement, give the guest time and space to browse, but let them know that you are there to answer any questions they may have.

Slide 9

Direct learners to the Connect Aveda Participant Workbook.
Observing Connect Service Behaviors
ACTIVITY: OBSERVING CONNECT SERVICE BEHAVIORS

- Instruct the learner to watch team members perform the connect service behaviors with guests and to record their observations in their workbook.

- Debrief the activity by asking the learner to share their observations:

  1. How did the team member acknowledge the guest?
  2. How long did it take the team member to say “Welcome to Aveda”?
  3. How did the team member offer Aveda Comforting Tea?
  4. Did the team member ask whether the guest was familiar with Aveda?
  5. How did the team member share the Aveda brand overview statement with new guests? Did they say it in their own words?
  6. What did you learn from watching the connect service behaviors in action?
  7. What you would do differently based on your observations?

SAY

Great job! After you’ve connected with the guest, the next step in the Aveda Service Cycle is to discover needs.
Discover Needs

KEY POINTS
The purpose of this lesson is to review the service behaviors associated with the discover needs step of the Aveda Service Cycle and differentiate between instant and elite guests.

Slide 10

ASK
Why do you think it's important to discover the guest’s needs?
(Listen for: It makes the guest feel like you’re genuinely interested in helping them; allows you to get the correct information about the guest so you can make appropriate recommendations; improves guest retention because effective product recommendations will achieve the guest's desired result.)

Direct learners to the Connect Aveda Participant Workbook.
Discover Needs
Discover Needs

**SAY**

Discovering needs consists of one key behavior—**performing an effective consultation**. An effective consultation includes asking the guest a minimum of **three open-ended questions**.

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**Slide 11**

**Transition Tips**

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**Page 29**

Direct learners to the Connect Aveda Participant Workbook.

**Transition Tips**

**SAY**

Using a transition statement will help you start the consultation with the guest.

- **Ask:** What brings you to Aveda today? (Asking “What can I help you with today” usually gets a response like “Nothing, I’m just looking.”)

- **Make a statement about something the guest is looking at.** For example, “I see you’re looking at our (hair care, skin care, makeup, aroma, etc.) products.” Then ask an open-ended question like “Tell me about your hair” so you can find out more information about what the guest
Discover Needs

- If the guest tells you that they just want to browse, a good response is, “We have a lot of great products to look at. Take your time, and I’ll check back with you in a few minutes to answer any questions.”

The goal of the consultation is to collect as much information as you can about the guest’s needs, which is why you need to ask them a minimum of three open-ended questions.

Direct learners to the Connect Aveda Participant Workbook.

Review open-ended vs. close-ended questions with the learner. Instruct them to fill in the blanks in their workbook:

Open-ended questions typically begin with phrases like “Tell me,” “What,” “Describe” or “How.” Close-ended questions can be answered with a “Yes” or “No.” These questions help refine the open-ended questions and close the sale.

SAY

Let’s test your skills turning close-ended questions into open-ended questions.
Discover Needs

Direct learners to the Connect Aveda Participant Workbook.

ACTIVITY: OPEN-ENDED QUESTIONS

- Instruct the learner to read the close-ended questions in their workbook and to record an open-ended alternative.
- Debrief the activity by asking for the learner to share their responses:
  - Are you looking for anything in particular?
  - Are you currently using Aveda shampoos and conditioners?
  - Is your skin dry?
  - Do you wear lip liner?
  - Do you have time for a Ritual of Renewal?

Give the learner copies of the Hair Care Consultation Tool and Elemental Nature℠ Questionnaire.
Discover Needs

SAY

Aveda has two consultation tools to help you discover guests’ needs:

1. Hair Care Consultation Tool
2. Elemental Nature℠ Questionnaire

These tools consist of a series of questions that will help you collect information about the guest. They include space for you to record the guest’s responses, so you can refer back to them when making hair and skin care product recommendations.

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Direct learners to the Connect Aveda Participant Workbook.

Review Hair Care Consultation Tool questions with the learner. Instruct them to record the questions in their workbook:

1. Tell me about your hair.
2. What products are you currently using?
3. What is your main concern with your hair?
4. Describe your scalp.
5. How do you want your hair to look when it’s styled?
6. Do you use heat styling tools to help you achieve this style?

SAY

You’ll also notice there’s a test section on the Hair Care Consultation Tool. You’ll learn more about this section later in the Connect Aveda training.

Page 30

Direct learners to the Connect Aveda Participant Workbook.

Review the Elemental Nature℠ Questionnaire questions with
Discover Needs

the learner. Instruct them to record the questions in their workbook:

1. How would you describe your skin?
2. My skin has… (checklist)
3. Out of the conditions noted, what is your primary concern with your skin?
4. Which products do you currently use on your skin?

SAY

Again, the Hair Care Consultation Tool and Elemental Nature℠ Questionnaire are designed to help guide you and the guest through the consultation.

ASK

How would you discover needs for a guest who comes in looking for a body care or makeup product, knowing that we don’t have a specific consultation tool for those domains?

(Listen for: Ask open-ended questions.)

SAY

Correct. Asking a minimum of three open-ended questions will give you the most information about the guest’s needs.

ASK

What if the guest is in a hurry? How would you discover the guest’s needs?

(Listen for: Ask open-ended questions.)

SAY

Correct again. I tried to trick you on that one. Even if the guest is in a hurry, you should still ask them three open-
Discover Needs

ended questions to discover their needs.

Later in the Connect Aveda training, you’ll learn about the different kinds of guests and how to flex your service style to accommodate each one. For now, you just need to know the difference between instant and elite guests.

Direct learners to the Connect Aveda Participant Workbook.

Review instant guests vs. elite guests with the learner. Instruct them to fill in the blanks in their workbook:

**Instant** guests are guests that have 2–3 minutes to spend with us. **Elite** guests are guests that have 5–10 minutes to spend with us. The Aveda Service Cycle step that differs from instant guests and elite guests is **discover needs**. To determine whether a guest is an instant or elite guest, you need to perform a **time check**.

SAY

You’ll learn how to perform the time check and instant and elite consultations later in the Connect Aveda training. For now, just remember that every guest can be categorized as either instant or elite.

Instant or elite, however, you’ll still use the same service behaviors to connect with guest, and you’ll use the same
Discover Needs

service behaviors to perform the next step of the Aveda Service Cycle—provide solutions.

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**ACTIVITY: DISCOVER NEEDS ROLE PLAY**

- Create a hair care role play scenario during which you and the learner will practice performing all of the discover needs service behaviors, including using the Hair Care Consultation Tool as part of the consultation.

- Instruct the learner to play the role of the guest while you play the role of the advisor.

- Perform all of the discover needs service behaviors:
  - Perform an effective consultation by asking a minimum of three open-ended questions.

- Switch roles, and instruct the learner to play the role of the advisor while you play the role of the guest. Use the same hair care scenario.

- Allow the learner to reference their notes if necessary, and coach them as needed.

- Debrief the activity by giving the learner feedback on what they did well and what they could improve.

- Demonstrate the things you are asking the learner to do
Discover Needs

differently, and then have them practice the new behavior.
Provide Solutions

KEY POINTS

The purpose of this lesson is to review the service behaviors associated with the provide solutions step of the Aveda Service Cycle, including how to use the solutions formula when making product recommendations.

Slide 16

PROVIDE SOLUTIONS

SAY

After you’ve performed an effective consultation with the guest, you then use the information to provide the appropriate solution. The goal of providing solutions is to match the guest’s needs to the Aveda product system that will achieve the guest’s desired result.

Direct learners to the Connect Aveda Participant Workbook.

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Products I Use

ACTIVITY: PRODUCTS I USE

- Ask the learner to think about all of the products they used on their hair, skin and body this morning and to record them in their workbook.
Provide Solutions

- After the learner has recorded all of the products, instruct them to add them up and record the total in their workbook.

- Debrief the activity by asking for the learner to share their total.

- Emphasize that most people use more than one beauty product to achieve their desired results, including guests.

SAY

Recommended a complete product system is one of the key provide solutions service behaviors. Let’s take a look at all of them now.

Slide 17

Direct learners to the Connect Aveda Participant Workbook.

Review the provide solutions service behaviors with the learner. Instruct them to record each behavior in their workbook:

1. Suggest and educate on a system of three or more products.

2. Offer an Aveda Ritual of Renewal.

3. Share a reason we’re different: mission, packaging,
Provide Solutions

4. Provide a Purescription™

5. Introduce what’s new.

SAY

Let’s go through each of these behaviors individually.

Suggest and educate on a system of three or more products.

Guests’ needs are best met with a complete product system that works together to achieve their desired result. For example, a guest looking for an Aveda shampoo should be recommended a complete hair care system, which includes a shampoo, conditioner and treatment product.

When we recommend a complete product system to a guest, we want to connect the guest’s need to the benefits of the system—this makes the recommendation meaningful. At Aveda, we use a statement called the solutions formula to make this connection.

Slide 18

Solutions Formula

“Because (challenge or need) I recommend (appropriate system) Which will (results).”

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Direct learners to the Connect Aveda Participant Workbook.

Solutions Formula
Provide Solutions

**ASK**

- Can you please read the solutions formula aloud?
  
  *(Listen as the learner reads the solutions formula:)*
  
  **Because (guest challenge/need) I recommend (system) which will (results).**

- Can you please read the two examples aloud?
  
  *(Listen as the learner reads the two examples:)*

  - “Because you said your hair is dry, I recommend the Dry Remedy™ system, which will instantly add moisture to your hair.”

  - “Because you said you’re concerned with fine lines, I recommend the Green Science™ system, which will visibly lift the skin and reduce the appearance of fine lines.”

**SAY**

Thank you. Yes, the solutions formula is a great way to make product recommendations because of the way it’s stated. “Because you said” connects the guest’s need to what the product system will do for them based on what they told you.

After you’ve recommended a complete product system using the solutions formula, you’ll need to educate the guest on what each product does and how to use it.

For example, “Because you said your hair is dry, I recommend the Dry Remedy™ system, which will add instant moisture to your hair. First, cleanse your hair with Dry Remedy™ Moisturizing Shampoo, which is a
Provide Solutions

concentrated shampoo that drenches dry, brittle hair with moisture. Then, condition your hair with Dry Remedy™ Moisturizing Conditioner, which also provides moisture and helps detangle. Finally, once a week, in place of conditioner, massage the Dry Remedy™ Moisturizing Masque into your hair from roots to ends. Leave it in for 2–5 minutes, then rinse.

Direct learners to the Connect Aveda Participant Workbook.

ACTIVITY: SOLUTIONS FORMULA

- Instruct the learner to determine the recommended product system and associated solutions formula for the three guest scenarios in their workbook:

- Instruct the learner to use the Shelfalkers and End Benefit Cards if they need help with product benefits, as they have not yet had much product knowledge training.

- Debrief the activity by asking the learner to share their solutions formulas:
  - Relieve acne and reduce breakouts
  - Prevent hair color from fading
  - Soothe and balance the scalp
Provide Solutions

Slide 19

SAY

Product knowledge is essential to providing effective solutions. The more comfortable you become with the products, the better you’ll be at making product recommendations and educating guests on product usage.

Offer an Aveda Ritual of Renewal.

Earlier in the Connect Aveda training, you learned about the Aveda Rituals of Renewal. Remember, rituals are most effective when they’re used to demonstrate the product you’re recommending.

ASK

■ Why are Rituals of Renewal an important part of our service?
  
  (Listen for: They allow guests to experience products firsthand rather than just watching a demonstration; they help the guest leave feeling better than when they arrived).

■ What language do you use to offer a Ritual of Renewal to a guest?
  
  (Listen for: “While you’re here, I’d love to treat you to an
Provide Solutions

Aveda Ritual of Renewal.”

SAY

Share a reason we’re different: mission, packaging, sourcing, etc.

It’s important to note that this is different than sharing the Aveda brand overview statement, which is a more general description about Aveda. Telling an Aveda story is a way to educate guests about the brand and its mission in a more specific way. When making product recommendations, share something about the sourcing, ingredients or packaging that is relevant to the product.

Direct learners to the Connect Aveda Participant Workbook.

Sharing an Aveda Story

ACTIVITY: SHARING AN AVEDA STORY

- Instruct the learner to record the Aveda narratives they remember in their workbook.
- Instruct the learner to put an asterisk next to their favorite Aveda narrative.
- Debrief the activity by asking for the learner to share their favorite Aveda narrative with you in their own words.

SAY

Provide a Purescription™

When learning about discover needs, I introduced you to the Hair Care Consultation Tool and Elemental Nature™ Questionnaire Aveda developed to guide you and the guest through the consultation.

Aveda developed an associated tool to help you record the
**Provide Solutions**

Provide solutions by giving product recommendations you give the guest—the Purescription™ Pad.

**Give the learner a copy of the Purescription™ Pad.**

Direct learners to the Connect Aveda Participant Workbook.

Review the Purescription™ Pad with the learner. Instruct them to fill in the blanks in their workbook:

The Purescription™ Pad is organized into **general categories**, then **specific product families** and **results**. The Purescription™ Pad is used to record **product recommendations** for guests. **Every** guest should be given a customized Purescription™ Pad to take home with them.

**ASK**

Why do you think it’s important to complete a Purescription™ Pad for every guest?

(Listen for: It brings a sense of authority to the product recommendation; it helps the guest remember which products you recommended; it brings the guest back to the EC.)

**SAY**

**Introduce what’s new.**

Most guests only visit Aveda every three months. This means that with every guest, we should take the opportunity to tell them about our newest products so they feel in the know. When providing solutions, introduce the guest to something new, either a new product launch or something from a different domain.

You can use the following language to introduce the guest.
Provide Solutions

to something new:

- **New product launch:** “While you’re here, I’d love to show you our newest product.”

- **Different domain:** “Now that we’ve had a chance to talk about your (hair, skin, etc.), let’s talk about your (hair, skin, other need).”

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**ACTIVITY: PROVIDE SOLUTIONS ROLE PLAY**

- Using the same hair care role play scenario you created for the discover needs role play, practice performing all of the provide solutions service behaviors, including recommending a complete product system (shampoo, conditioner, treatment) using the solutions formula.

- Instruct the learner to play the role of the guest while you play the role of the advisor.

- Perform all of the provide solutions service behaviors:
  - Suggest and educate on a system of three or more products.
  - Offer an Aveda Ritual of Renewal.
  - Share a reason we’re different: mission, packaging, sourcing, etc.
Provide Solutions

– Provide a Purescription.™
– Introduce what’s new.

■ Switch roles, and instruct the learner to play the role of the advisor while you play the role of the guest. Use the same hair care scenario.

■ Allow the learner to reference their notes if necessary, and coach them as needed.

■ Debrief the activity by giving the learner feedback on what they did well and what they could improve.

■ Demonstrate the things you are asking the learner to do differently, then have them practice the new behavior.

SAY

Great job on the role play! Now it’s time to review the last step in the Aveda Service Cycle—confirm.
KEY POINTS
The purpose of this lesson is to review the service behaviors associated with the confirm step of the Aveda Service Cycle.

SAY
Imagine you’re at a nice restaurant. The food was delicious, and your server was attentive throughout the meal. You’re looking forward to ordering dessert, but your server is nowhere in sight. After waiting another 15 minutes, you’re so angry that you just want the bill, no dessert. You wait another 10 minutes before your server finally returns to check on you.

ASK
Would you go back to that restaurant?
(Listen for: No.)

SAY
A lot of people wouldn’t go back. In fact, most probably wouldn’t. Even if the service up until the final few moments is exceptional, the last interactions with the guest (or lack
Confirm

thereof), can ruin the entire experience.

The confirm step of the Aveda Service is just as important as the connect step. An exceptional closing to the guest experience ensures they will visit you again to reconnect.

Slide 22

Direct learners to the Connect Aveda Participant Workbook.

Review the confirm service behaviors with the learner. Instruct them to record each behavior in their workbook:

1. Invite new guests to join the Aveda guest registry.
2. Explain the Pure PrivilegeSM Program (when applicable).
3. Offer a salon referral.
4. Invite the guest to support the mission by not taking a bag.
5. Walk the purchase around the cash wrap.
6. Request permission to follow up (when applicable).

SAY

Let’s go through each of these behaviors individually.

Invite new guests to join the Aveda guest registry.
Confirm

The Aveda guest registry allows us to track important guest information so they can receive weekly emails from Aveda that invite them to visit the EC for free samples, a birthday gift and other special offers.

ASK

Can you please read the tips, benefits and suggested language for inviting new guests to join the Aveda guest registry aloud?

(Listen as the learner reads the tips for inviting guests to join the Aveda guest registry:

Use the following tips when inviting new guests to join the Aveda guest registry:

- Introduce the registry when discovering the guest’s needs.
- Ask the guest if they currently receive weekly emails from Aveda.

Share the benefits:

- Guests receive weekly emails from Aveda that tell them about what’s new and invite them to the EC for free samples and special events.
- Guests receive a birthday gift from Aveda valued at $20.
- Assure the guest that their information will remain confidential and will not be shared with other companies.

“I’d love to get you added to our guest registry to contact you about free product samples and keep you in the know
Confirm

about new product launches. The best part about joining the guest registry is the free birthday gift you get from Aveda each year. All I need is your email address. And don’t worry; your information will be kept private.”

SAY

Thank you.

Explain the Pure Privilege℠ Program (when applicable).

Pure Privilege℠ is a program that rewards our most loyal guests. Members earn 10 points for every dollar they spend on Aveda products, and they eventually use the points they've saved to purchase select products, apparel, jewelry, destination spa trips and mission-aligned causes like Global Greengrants Fund. Members can even redeem their points to adopt an animal, like a gray wolf or sea lion. Members have multiple opportunities to earn double or bonus points throughout the year, and points roll over year after year. They also receive special emails that invite them to the EC to learn about new products or promotions.

Pages 35–36

Direct learners to the Connect Aveda Participant Workbook.

Pure Privilege℠ Program

ASK

Can you please read the tips, benefits and suggested language for explaining the Pure Privilege℠ Program aloud?

(Listen as the learner reads the tips for explaining the Pure Privilege Program:℠

Use the following tips when explaining the Pure Privilege℠ Program:

- Introduce the program when discovering the guest’s needs.
Confirm

- Offer the program to returning guests who love Aveda.

Share the benefits:

- Guests pay a one-time membership fee of $10 and earn points on all Aveda purchases, which can be redeemed for more Aveda products and services.
- Guests earn double points on any purchases made the day they enroll in the program.
- Guests receive additional opportunities to participate in double points offers.
- Guests receive exclusive offers from Aveda.
- Guests receive a birthday gift from Aveda valued at $20.

“Are you a Pure Privilege℠ member? It’s a great program in which you earn points on every Aveda purchase, which you can then redeem for great gifts, spa treatments and more.”

SAY

Thank you.

Offer a salon referral.

The Aveda network is almost like an ecosystem. Aveda ECs act as a concierge for Aveda salons by referring guests to receive salon and spa services at locations that embrace the Aveda mission, philosophy and products.

Like with the Aveda guest registry and the Pure Privilege℠ Program, the best time to introduce the salon referral is while you’re discovering the guest’s needs or performing a Ritual of Renewal.

You could ask the guest where they are currently receiving professional hair or skin care services, and then use the store locator to find a salon in the guest’s area.

Invite the guest to support the mission by not taking a bag.

Earlier in the Connect Aveda training, you learned that part
Confirm

of the Aveda mission is to care for the world we live in. We strive to live the mission in everything we do—not only through large-scale events like Earth Month, but through small actions, like asking guests to not take a bag.

Only perform this behavior if you notice the guest has another bag that their purchase can fit in. If the guest chooses not to take a bag, thank the guest and tell them that they've just saved themselves 10 cents—and the environment extra waste!

**Walk the purchase around the cash wrap.**

Stepping out from behind the counter and handing the guest their purchase personalizes the guest experience.

**Request permission to follow up.**

Requesting permission to follow up with the guest is another way to personalize the guest experience and develop a strong relationship with them. At Aveda, we go above and beyond to provide the most exceptional service possible. In fact, the name of our follow-up program is called Above & Beyond.

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**IMPORTANT NOTE**

Review the Above & Beyond Program binder with the learner.
Direct learners to the Connect Aveda Participant Workbook.
Observing Confirm Service Behaviors

**ACTIVITY: OBSERVING CONFIRM SERVICE BEHAVIORS**

- Instruct the learner to watch team members perform the confirm service behaviors with guests and to record their observations in their workbook.

- Debrief the activity by asking the learner to share their observations:

1. Did the team member invite the guest to join the Aveda guest registry? What language did they use?

2. Did the team member explain the Pure Privilege℠ Program? What language did they use?

3. How did the team member offer a salon referral?

4. Did the team member invite the guest to support the mission by not taking a bag?

5. Did the team member walk the purchase around the cash wrap?
Confirm

6. How did the team member request permission to follow up with the guest?

7. What did you learn from watching the confirm service behaviors in action?

8. What you would do differently based on your observations?

SAY

Congratulations! We’ve made it through the entire Aveda Service Cycle. You’ll see the Aveda Service Cycle throughout the rest of the Connect Aveda training. The Aveda Service Cycle informs everything we do at Aveda, and your ability to provide exceptional service will be coached on a constant basis—by your team leader, DM or through a mystery shop.
Mystery Shop Program

IMPORTANT NOTE
This lesson is for ECs only.

KEY POINTS
The purpose of this lesson is to review the mystery shop program and how it helps the EC measure what they are doing well and what they need to improve.

SAY
The mystery shop program helps us measure the level of service we are providing guests.

Each EC is “mystery shopped” twice a month, and any guest could be a mystery shopper. The behaviors assessed during the mystery shop are based on all of the Aveda Service Cycle behaviors we’ve reviewed today. The EC is assigned a rating of green, yellow or red based on the level of service we provided the mystery shopper:

Green = Excellent
Yellow = Average
Red = Below Average

Mystery shop report feedback is shared with the entire team at the end of each month. The feedback includes what the team offered and did not offer in terms of Aveda service.

Give the learner a copy of a blank mystery shopping report. Review the mystery shop behaviors with the learner.

Give the learner a copy of your EC’s most recent mystery shopping report.
Mystery Shop Program

shopping report.

Review the EC’s most recent mystery shop report with the learner, including what the team did well and what they need to improve.

IMPORTANT NOTE

If a salon wants more information on the company Aveda ECs uses to conduct mystery shops, they may contact Deanna Carciofini in Aveda Global Education at 763.951.4234 or dcarciof@AVEDA.COM.
Take Action

KEY POINTS

The purpose of this lesson is to give the learner further opportunities to observe and practice service behaviors, test the learner’s knowledge of the Aveda Service Cycle and have the learner commit to developing their ability to provide consistent, exceptional service to every guest as they grow into their role as an advisor.

ACTIVITY: AVEDA SERVICE CYCLE DEMONSTRATION AND PRACTICE

- Invite a team member to join you and the learner. Instruct the team member to play the role of the guest while you play the role of the advisor.

- Create a skin care role play scenario using the team member’s skin type as the context.

- Demonstrate the service behaviors for each step of the Aveda Service Cycle—connect, discover needs, provide solutions, confirm.

- After the role play, discuss each step of the Aveda Service Cycle with the learner, and have them share their observations.

- Switch roles, and instruct the learner to play the role of
Take Action

- the advisor while you play the role of the guest. Use the same skin care scenario.

- Allow the learner to reference their notes if necessary, and coach them as needed.

- Debrief the activity by giving the learner feedback on what they did well and what they could improve.

- Demonstrate the things you are asking the learner to do differently, and then have them practice the new behavior.

SAY

Great job on the role play! We’ll continue to work on the Aveda Service Cycle behaviors to make sure you feel fully confident in your ability to provide consistent, exceptional service to every guest.

We’re nearing the end of the Service training. Now it’s time for you to test your knowledge.

Direct learners to the Connect Aveda Participant Workbook. Knowledge Check
Take Action

**ACTIVITY: KNOWLEDGE CHECK**

- Instruct the learner to complete the Knowledge Check.
- When they are finished, check their answers, making sure to explain any inaccuracies.

**SAY**

Great job on the knowledge check! Now it’s time for you to develop an action plan. Based on what you’ve learned today, what is one specific commitment you can make to develop your ability to provide consistent, exceptional service to every guest?

**Page 39**

Direct learners to the Connect Aveda Participant Workbook.

Action Plan

**ACTIVITY: ACTION PLAN**

- Instruct the learner to record a personal “I will” statement based on what they learned today.
- For example:
Take Action

- I will follow the Aveda Service Cycle and provide consistent, exceptional service to every guest.
- I will share the Aveda brand overview statement with guests in my own words.
- I will offer a Ritual of Renewal to every guest.
- I will invite new guests to join the Aveda guest registry and existing guests to join Pure Privilege.℠

Ask the learner to share their commitment with you.

SAY

Thank you for sharing your commitment.

ASK

Do you have any questions about any of the Aveda Service Cycle or the service behaviors? (Answer any questions.)

SAY

Congratulations! You’ve just completed the Service module of the Connect Aveda training program!