

# The 8-Minute Consultation Framework

modernsalonowner.com · by Kate Harlow

## Q1 — LIFESTYLE

"What does a typical week look like for you in terms of styling your hair at home?"

→ Reveals: *time investment, tools available, expertise level*

## Q2 — OUTCOME

"If I asked you to describe your perfect result in 3 words, what would they be?"

→ Reveals: *expectation alignment, whether it's achievable*

## Q3 — HISTORY

"What's the last colour or treatment you had, and how long ago?"

→ Reveals: *current condition, previous services, re-treatment risk*

## Q4 — FRICTION

"Is there anything about your current style that frustrates you most mornings?"

→ Reveals: *the real problem (often different from presenting request)*

## Q5 — OCCASION

"Is there anything coming up — event, holiday, season change — I should factor in?"

→ Reveals: *add-on opportunity, timeline urgency, upgrade potential*

Introduce add-ons during consultation, **not** mid-service. Link directly to a problem identified in Q4 or Q5.

**Script:** "Based on what you said about [Q4 answer], I'd actually recommend we also do [add-on]. It's [X] extra and it means [specific outcome]. Want to include it?"

Re-run the full consultation if: (1) last visit was 12+ months ago, (2) client mentions a lifestyle change, or (3) you're recommending a different service than last time.