

ALEXANDRIA PRO™ MONTHLY

October 2009

Alexandria Professional™ Practitioners
October Monthly Special:
Special:
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(excluding Spa Massage Gloves)



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Your Bedside Manner

Professionalism is about the client's needs...

The level of professionalism stems from your personal bedside manner and your ability to calm the chaos. Are you a team player? Do you collaborate with your co-workers? More important than true skill is having that personality that lifts the mood and spirit of the team.



Sitting at an Agency Talk workshop with Frank Moore of Celestine Agency, Donald Simrock of Flaunt Magazine and Patricia Whitcher, Executive Producer of movies such as *Memoirs of a Geisha* and *Dreamgirls*, I got the real inside on what they look for in hiring talent.

They look for that person that is the advocate to maintain that balance of work and Zen even in the midst of disaster. Talented artists are a dime a dozen when looking to build a skilled team so we asked "how do you choose?" "What do the Hollywood Elite look for?"

They all agreed that it came down to bedside manner and collaborators. A true team player is critical to determining how the day will go either at the salon, on a photo shoot or movie set. The example used was for a make up artist on a movie set. Imagine the chaos of directors, actors and the styling team all trying to work together. In the food chain the director is king or queen and then the actor and finally the style team is at the bottom, sorry that's just life in Hollywood. Your job as the makeup artist is to make and keep the actor happy so the directors can get the shot. Now the fire sprinklers go off and your actor is not in a good mood anyway and he or she now looks like a drowned rat and is crying and screaming. What are you going to do? Your job is to suck it up and calm your client down and make them look good again, at the same time the hair and clothing stylists have to do the same and you all work as a team. This is not about "you" time; even though you are drenched as well it's about the "client".

Are you that person to pitch in, grab the coffee, calm the irate client down and just make everyone around you calm and happy? A true professional realizes it really is all about taking care of the client's needs while you have them and taking care of everyone around you as well. It's that person that picks up the broom to sweep a little, dust a shelf or two, fold a load of towels or just stay late one night to help close up the shop after a busy day. They are the first one in the door and the last to leave and in between making sure everyone, not just their client but the whole spa, is happy and content.

A true artist is not about the skills they pose but in the attitude they deliver!

Portfolio Building

A photo says it all...

It's never too early or too late to start building your portfolio. Having great pictures of your work is mission critical with the evolution of the Internet and social media. Magazine editors, local media as well as clients are looking to see your "work" and what better way to document your career. Client testimonials are just not enough anymore and given the visual aspect of our industry the best way to capture the moments are in pictures.



To help kick start the portfolio building Alexandria Professional™ is holding the first annual "capture the magic" contest.

Send us your best client before and after pictures or your best client picture with a testimonial.

You can email your pictures to Lianne Wilcox directly and our team will choose the best of the best just in time for the Holidays. The best in show will receive a digital camera of their own so you'll always have a camera on hand in your sugaring studio to capture all the best shots.

Photos must be in for submission by October 31st.

Email your pictures to: lisannew@alexandriapro.com

Photos must be jpg or tiff files and include your name, salon and clients name along with a short description of the sugaring services performed any client comments or testimonial.

www.alexandriaprofessional.com

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ALEXANDRIA Professional™

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