

ALEXANDRIA PRO™ MONTHLY

July 2009

Alexandria Professional™ Practitioners
July Monthly Special:
Buy 6 Jars of Sugar and get a FREE Phenomen-all



Double up and purchase 12 jars of Sugar and get 2 FREE Phenomen-all

Contact your Alexandria Professional™ Representative to place your order Today!

What it means to be a "Professional"

What is professional behavior...

You have taken the time to take advanced training classes to extend your skills in the beauty and wellness industry and now you want to speak and act like the professional you know you are. You are after all, passionate about the services you offer your clients so know the vocabulary and speak the proper terms for your industry even if your clients do not. You can set the example and soon everyone around you will reciprocate.



Find a mentor, someone in the industry you admire and shines with professionalism when they walk into a room. You don't have to lose your own personality because coming off fake is even worse. Take some notes when you attend seminars or trade-shows and jot down the things that make you take notice about what the person says or does that conjure up images of professionalism in your head. Then take those notes and start incorporating them into your practice.

Start with the small things that actually say a lot.

1. Voicemail: What does your voicemail say about you. Do you speak clearly and let them know your name and what services you offer? Or do you hear loud voices, hair dryers and cars honking in the background. Many of us use our mobile phones for business which is convenient and practical but often we forget that keeping your message professional is important. Clients just want to get to the point and make an appointment so keep your message brief and professional.
2. Email: Your email address should convey your profession starting in beauty school. No excuses! You can get free email addresses from yahoo, google and many more out there. You can always add another email address once you graduate and start your own business. A simple Sallyskincare@yahoo.com is a great address, it says who you are and what you do. Start giving away business cards in school as many of those clients will follow you after graduation so start building your clientele today. No more foxychic37@hotmail.com it's time to step it up, and that's TMI (too much information) for clients. You want to keep personal information personal and be professional in your work environment.
3. Be Punctual: Yes be on time. I know it seems simple and Yes things do happen but not every week. When your client can count the times you've been late more than you've been on time for his or her appointments there is a problem. Schedule your day accordingly and arrive to work early so you have time to get yourself organized and just in case something needs to be filled or cleaned up before your first appointment.
4. Cleanliness: Keep your area clean and tidy. No excuses for sugaring since everything can be wiped down with a wet towel. Nobody wants to see your sticky powder bottle. Each client should see your products neatly displayed for each appointment so it looks clean and sanitary for each service.
5. Dress the part: What you wear says a lot about you as a professional. Your uniform should be clean and pressed or if you are in a more casual environment a cute apron says you are on duty. Your nails should be manicured and your hair pulled up or back for long hair. Look the part of what you do by presenting yourself as a professional in the industry.

As a professional you need to take responsibility for yourself by conducting your business in the manner you would want to be treated as a client. Thinking about the long term of your business by giving your clients the best services, offering the best retail products and educating the client is creating a professional image for yourself. Image is everything and in this fiercely competitive industry your image is your biggest calling card you can create.

Shipping Changes Effective July 1, 2009:

Regular shipping charges will apply to orders that total up to \$500 before applicable taxes

1/2 off shipping will apply to orders that total \$501. up to \$1000. before applicable taxes

Free Shipping will apply to orders that are greater then \$1000. before applicable taxes

ALEXANDRIA Professional™

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For more information Call your
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