

## Consultation

The first part of the consultation is greeting the client and making them feel comfortable. It is important that you welcome the client, preferably greet them by their name, and introduce yourself by name before beginning the consultation.

One of the most important parts of the treatment is the consultation. At this point, you will discuss the client's needs and decide what needs to be done to meet those needs. In order for the client to be satisfied with the treatment you need to know what was expected. As a make up artist, you must therefore be good at encouraging clients to give you this information. In order to do this you must therefore have the following:

- **Good communication skills** – both verbal (talking) and non-verbal (body language). Examples of good body language are good posture, eye contact, smiling, encouraging head nods.

- **Good questioning techniques** - this is vital to gain the information that you require to carry out the treatment.

- Open questions – this type of question begins with How? Where? When? Why? And encourages the client to give much more information. Use open questioning techniques wherever possible during the consultation and treatment.
- Closed questions - questions beginning with Do? Is? are types of closed questions. If you use these types of questions, you will only get a yes or no answer, which will lead to a one, sided conversation.

- **Good observation skills** – you need to be able to read your client's body language as it will help you to understand how your client is feeling.

- It is also important that you **speak clearly** and accurately when carrying out the treatment.

- Sometimes a client may not understand what you are saying and in this situation, it is important that you **adapt your consultation** to meet the needs of the client. For example, you may show pictures of different make-up looks. If the client does not understand always try a different approach, and if in doubt ask for help.

During the consultation, you would:

- Introduce yourself and exchange pleasantries.
- Complete the record card.
- Discuss the client's requirements. \*See examples of questions below.
- Suggest a makeup treatment plan to meet the client's needs. This is carried out to give yourself and the client a plan to follow in order to achieve the best results possible to meet the client's needs (this is particularly important for a wedding make-up as the bride will often have one or more trial runs). A copy of the treatment plan should be kept with the record card and the client should be given a copy to follow.
- Explain the treatment procedure.
- Discuss cost and timing for the treatment.
- In some instances, you would have to explain aftercare/homecare advice and advise that products would need to be purchased in order to achieve the desired result and to re-create the make-up. This is to ensure that the client understands the commitment etc. required if a certain result is to be achieved.

\* Questions to ask

- What is the occasion that the make-up is for?
- Do you usually wear make-up?
- What type of lighting will you expect to be in?
- What time is the occasion?
- Do you have any particular colours or ideas in mind?
- What will you be wearing?
- What make-up effect would you like to achieve?

A record card should contain the following information:

- Client's name
- Address
- Telephone number
- Doctors name and telephone number
- Any medical details
- List to check for contra-indications
- Treatment aims and outcomes
- Treatment plan on which to base future treatments
- Services, specific products used and retail sales
- Client's signature

In addition, for a make-up treatment you will also need to note down:

- Current skin care routine.
  - Results of skin analysis, face shape and any corrective work needed.
  - A detailed list of the make-up formulations and the colours used.
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- You need to contact a client urgently due to a cancellation, double booking etc.
  - You need to check up on a particular detail of the makeup treatment.
  - If another MUA is to take over the makeup treatment.
  - The client wishes to purchase a product that you had used in a previous treatment.