

Vocabulary

#217 Marketing & Retail Sales

1. **Retailing** - The act of recommending and selling products to clients for at-home use.
2. **Advertising** - Promotional efforts that are paid for and are directly intended to increase business.
3. **Publicity** - Free media attention.
4. **Marketing** - A strategy for how goods and services are bought, sold, or exchanged.
5. **Consultative Selling** - A method of advising or consulting to clients and recommending the best treatments and products for their use.
6. **Client Record Keeping** - A method of taking personal notes that helps the esthetician to remember important data and serve client needs better.
7. **Upselling Services** - The practice of recommending or selling additional services to clients that may be performed by your or other practitioners in the salon.
8. **Promotion** - The process of getting the attention of the consumer with the goal of increasing business.
9. **Questionnaire** Form that provides the esthetician with a complete client profile, including important information about a client's skin care habits and health.