

What's New at TU?

Federal Financial Aid Now Available at All Campuses . . . as of June 3rd, Libertyville and Bridgeview joined the other four campuses in offering Federal Financial Aid. This major milestone means that the great TUBC education is now affordable for more prospective students at every TU campus designation in February, 2009.

New Community Service Program Launched . . . in May. To recognize all of the ways that TUBC students and associates give back to their communities, we have launched the Tricoci University TLC Program (Teaching, Learning, Caring). This banner allows us to celebrate the generous and uplifting ways we help others.

New Corporate Office Opened . . . in Oak Brook, across from Oakbrook Mall. To the delight of the Harlem Campus, the corporate and regional staff moved in to our own office space. Next time you are at the Oakbrook Mall, stop by and see us (2000 Spring Road, Suite 202, Oak Brook, IL 60523; call us at 630-528-3330)!

Student Referral Program Gaining Momentum. Refer a new student to TU and receive valuable rewards; see feature article in this newsletter and/or follow this link to learn more www.TricociUniversity.com/proreferral.

Campus Expansion Plans Underway . . . for 2010. TUBC is planning to add one or two Chicago-area campuses in 2010,

Mario's Musings

Did you know that it is a documented fact that the beauty industry is one of the few businesses that is least affected by the economy. In 1930 the following quote was made "There are only three American names that are known in every single corner of the globe: Singer sewing machines, Coca Cola, and Elizabeth Arden." This statement was made during the great depression. Elizabeth Arden continues today as a strong player in this industry.

Consumers are seeking value in every purchase. The value of your services is not just defined by your ticket price but by providing an exceptional experience for clients. During a slow economy, the fine details of the customer experience are where you can make your mark. It requires you to draw on and emphasize the soft skills you have learned.

Create a customer experience that is parallel to none. From the moment you greet your client through the final escort to the door, the client must know that they are the most important thing to you during their stay. Remember the 10th client of the day must be treated with the same fresh enthusiasm as the first client.

Listen to your client. Understand what they are asking for, what they are telling you and ask questions to understand their unique needs even better. Listen to what they talk about during the service and remember what they say during their next visit. Make notes after the service if you have to; just remember the client wants to feel like they belong in your care. Anticipate a client's needs before they can ask and always remember it is a privilege to serve them. Every client needs to know they are special.

You must believe in yourself. Carry yourself with self-assurance and poise. It is important that you communicate your confidence to the client. When you finish a service don't ask the client what they think, tell them what you know!

- "This hairstyle is fabulous! You look fantastic!"
- "Your skin is absolutely glowing!"
- "Your hands are so soft, just beautiful!"

You must demonstrate your expertise and be recognized with unquestionable certainty that you are the industry's best. As the expert

and expect to have a formal agreement on one of these soon. Stay tuned for more news on this front!.

Catching up with...

Amanda Mahoney



"I am the very first person that Gordon Salon & Day Spa has hired that did NOT come from the Aveda Institute, so I am teaching them everything TU has to offer!" says Amanda Mahoney, a December 2008 cosmetology program graduate from TUBC Bridgeview.

Amanda has been at Gordon, an Aveda Concept Salon, since graduation, and has advanced quickly through Gordon's training program. "TUBC really helped prepare me for my salon environment and accelerate my career. Compared to many of my peers, I was able to work extensively with real clients for 7 months, and was able to do my own formulations. Also, it really helps that we are trained on precision cutting and mastering the fundamentals of basic hair cutting. The TU education has allowed me to test out of many required classes in our training program."

remember to educate the client. Show them how to maintain the desired results of your service between visits. Instruct them on an at home care regimen that will support their goals. Advise the guest on additional services that will suit their beauty needs. And don't forget, tell the client when you want them to come back!

Remember too, now is not the time to be shy. Ask for referrals. "Mrs. Smith, I am so pleased you are delighted with your new look! If any of your friends or family wants a fresh look I would be happy to care for them as well. I would appreciate any referral you have. If I may, here are 5 of my business cards for you to share. Make sure they mention your name when I see them!" Then, when you do receive the referral, be sure to thank the referring client!

Every successful professional has finely tuned the details of their client's experience. Even minor changes in your approach can make the difference in your books!

Wishing you much continued success!

FEATURE STORY:

TU's Student Referral Program is Win-Win-Win!

You've all heard of the win-win scenario, but win-win-win? Well, with the Tricoci University Student Referral Program, you can create three winners: the enrolling student, Tricoci University, and you!

Hopefully, you read the email we sent to all alumni in mid-June, which provided an overview of the program and a link to a site that we are using to help facilitate your involvement. The program is very straightforward. You refer a prospective student to Tricoci University, and if they enroll and start in a TU program, you get rewarded.

The person you refer is the biggest winner—they will receive the very best beauty education, which will make them "salon-ready" and poised to succeed in this vibrant industry that we all love. In addition, they will receive a \$15 iTunes gift card just for visiting the campus to hear about



These experiences at TUBC gave Amanda the confidence to succeed as she is learning the nuances of the Gordon Salon & Day Spa approach to beauty. "I really enjoy Gordon because the salon is not departmentalized, which allows us to take a holistic approach with our clients. There are lots of opportunities, including becoming educators and trainers. I may take that path because I feel it is important to be able to give back to a company."

We congratulate Amanda on her early success, and wish her all the best as she further develops her career. If she decides to take the educator path beyond Gordon, she will have a home here at TUBC!

the TUBC programs. Tricoci University wins by gaining a new student, which adds to the major momentum we are experiencing and helps us on our path of rapid growth and business success.

By successfully referring a new student to Tricoci University, you win in a few different ways. First, you will be providing a valuable service to the prospect, which always feels good. Second, you will be helping build the reputation of your alma mater, which ultimately reflects back on you when you tell people you graduated from Tricoci University. Finally, you will be rewarded with your choice of high quality professional beauty equipment packages, which will allow you to replace or upgrade your important "tools of the trade." (Note: we'd love to be even more generous with the reward, but since we are now offering Federal Financial Aid, we are limited by the U.S. Department of Education in what we can provide for these types of referrals.)

So, please become an ambassador for Tricoci University! Follow this link to learn more www.TricociUniversity.com/proreferral!

Class Notes

TU needs a few more of you! We have a few fellow alumni that have volunteered to be Class Reps, but we still need more. The role of Class Rep will not be very time consuming—once a year, you will write a brief update that will be published in the newsletter in this section—and it will allow you to stay in closer contact with your classmates; a great way to network and have some fun as well! We will also provide each Class Rep with some "extra" benefits during the year! If you are interested in being a Class Rep, please email Robin Planis at rplanis@tricociuniversity.com.