

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Pathway to Success - Esthetics II - Quiz PREP

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|---|--------------------------|
| 1. Appropriate work setting behavior  | A. Up-selling            |
| 2. When an esthetician goes above and beyond what a competitor offers                                 | B. Self esteem           |
| 3. When a client is offered an additional service than scheduled for                                  | C. value-added service   |
| 4. Business cards are an example of what type of investment   | D. Job description       |
| 5. To manage a client's feeling or opinion about you  | E. Brand                 |
| 6. Guiding principles for how an esthetician conducts himself or herself                              | F. Marketing             |
| 7. Another word for one's self-worth  | G. Guest Service Cycle   |
| 8. The list of clients who could not be booked on a day and time requested                            | H. Impression management |
| 9. The timeframe during which an esthetician should make a positive impression                        | I. Rebooking             |
| 10. An identifying label or logo of an individual, product or service                                 | J. Paraphrasing          |
| 11. To direct marketing efforts to a certain group of individuals                                     | K. Open-ended            |
| 12. Communication given by one's body movement  | L. Portfolio             |
| 13. A daily routine of maintaining the body's cleanliness   | M. Close-ended           |
| 14. Response to demanding situations that impact the physical and mental health                       | N. Retail supplies       |
| 15. A collection of before/after pictures, certifications and certificates on paper or digital format | O. Ethics                |
| 16. A question that allows for elaboration in its response  | P. Target -market        |
| 17. Summarizing the words heard by someone  | Q. Personal hygiene      |
| 18. Booking a client for their next appointment, once current service is complete                     | R. Consultation          |
| 19. Professional products recommended to and purchased by a client                                    | S. body language         |
| 20. The information collected to be used to develop a solution for a client                           | T. Commission            |
| 21. When you attend a social event to meet new potential clients                                      | U. Stress                |

22. A signed agreement between the esthetician and client regarding the outcome of chemical peel	V. Written agreement
23. The percentage of retail products sold to clients, the esthetician takes home	W. Professionalism
24. The job profile which outlines the responsibilities, duties and expectations for a role	X. Networking
25. Unspoken communication, use of body language, eye contact or facial expressions	Y. cancellation list
26. Questions which have one word responses and leave not opportunity for elaboration	Z. Non-verbal