

K18[®]

Future IQ[™]

consultation guide

*Offer the solution.
Guide the plan.
Build the relationship.*



why this conversation matters

They've been waiting for someone to name it.



Your client has been noticing something. Maybe their ponytail feels lighter. Maybe they're finding more hair in the shower and telling themselves it's stress. Maybe they're watching grays come in faster than expected—and they haven't said a word to you about it.

For years, we didn't have the words either. There was no solution to point to. That changes now.

FutureIQ™ gives you both the solution and the authority to lead the conversation you've always wanted to have. The five steps that follow aren't a sales script, they're a conversation. Each one builds on the next.

Tom Smith

salon owner +
K18 global ambassador
@tomsmithhd

see it

Lead with what you notice.

Your expertise is already operating—bring it into the open.

“

Has your hair been feeling any different lately—the texture, or the way it behaves?

”

“

Are you noticing more hair in your brush or in the shower than you used to?

”

“

Have you been seeing changes with your color? Grays coming in faster, or in new places?

”

MOVE TO STEP 2 WHEN

They confirm any of the above—or go quiet, deflect, or minimize (“It’s probably just stress”). Hesitation and dismissal are both signals. Any acknowledgment of change is your opportunity.

If they say nothing feels different and are genuinely unbothered, plant the seed: “Good to know. It’s something I’ll keep an eye on as we go.” Then continue the service.

Stay in observation and connection before you move. This is not a product pivot.



say it

Validate without minimizing. The dismissive client is the more important conversation; they haven't decided to worry yet, which means they haven't decided to ignore it either.

THEY'RE CONCERNED ABOUT IT

“

A lot of my clients are noticing changes like this earlier than expected. The good news is, we're catching it now—and that's exactly when we can do the most about it.

”

THEY'RE BRUSHING IT OFF

“

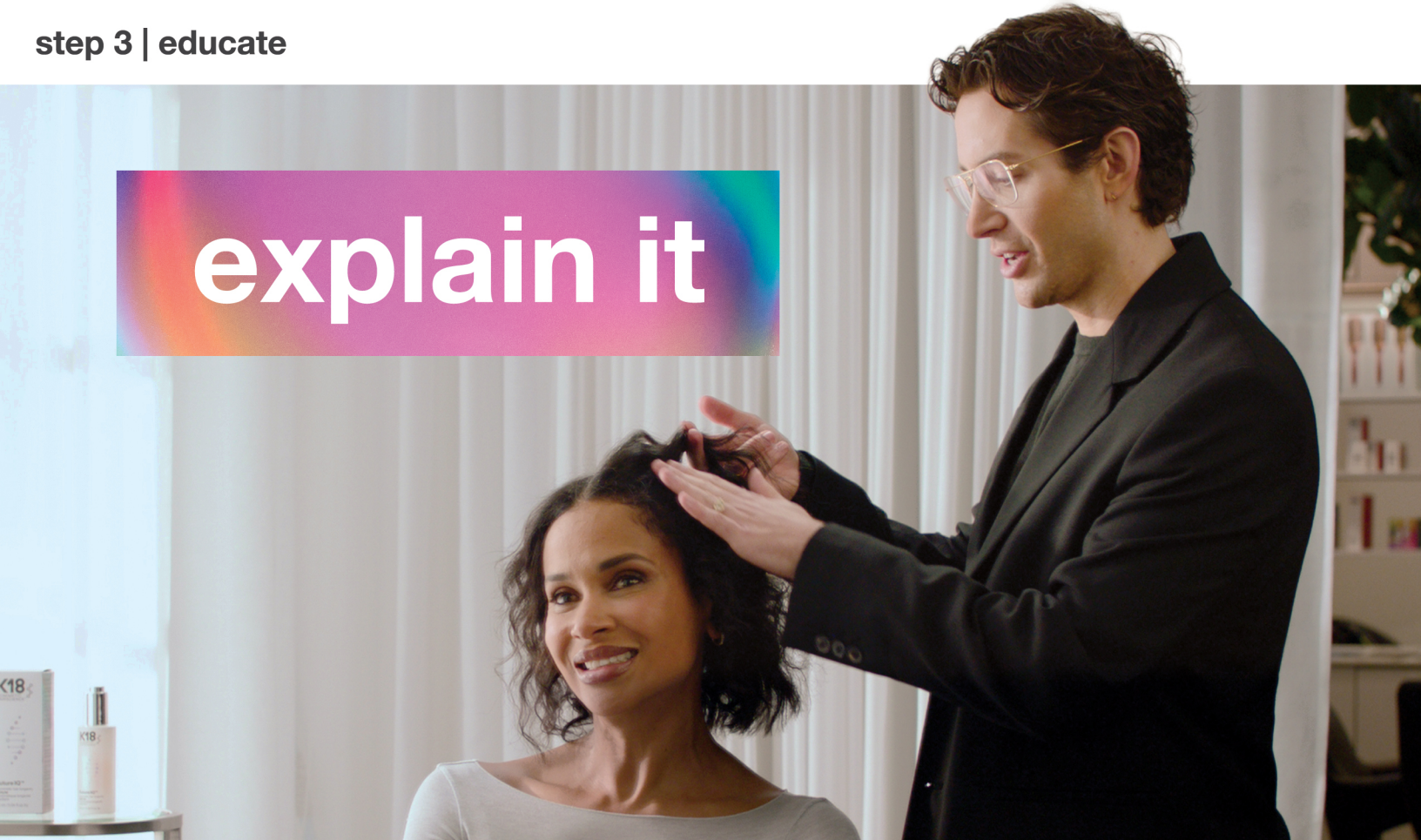
I hear you—and you may be right. But I'm noticing it too, and I want to be the person who tells you while there's still something to do about it. That's my job.

”

One acknowledgment. Land it. Then move on.

No science yet. No product yet.

explain it



Give what they're experiencing a name—when something has a name, it stops being scary and becomes something addressable. Choose the version that fits your client.

PLAIN LANGUAGE

“

What you're seeing is your hair aging faster than your calendar age. Stress—internal and environmental—builds up at the root over time, and it starts showing earlier than most people expect.

”

use for: clients who respond emotionally, first-time conversations, anyone who looks slightly overwhelmed.

CLINICAL LANGUAGE

“

What you're experiencing is called premature biological aging. It's driven by oxidative stress at the root level—internal and environmental stressors that accelerate the changes you're seeing.

”

use for: clients who asks follow-up questions in step 2.

One beat of education. The product hasn't entered the conversation yet.



offer it

Lead with the benefit that mirrors what they told you in step 1 —connect the offer back to their specific signal.

THEY MENTIONED SHEDDING

“FutureIQ™ by K18—a nightly serum that works at the follicle level to measurably reduce shedding. Clinical results within 3 months.”

THEY MENTIONED GRAYS

“FutureIQ™ works at the root to slow early graying and support the hair fiber from the inside out. Exactly what you’re describing.”

THEY'RE A COLOR CLIENT

“The healthier we can get your scalp and hair fiber, the more we can do together with your color and cut. This is an investment in everything we’re building.”

THEY'RE GENERAL/VAGUE

“Based on what you’re describing, there’s one thing I’d want you using. I’d like to be the one tracking the results with you.”

One offer. One benefit tied to what they said. Then move—don’t let the moment sit.

guide it



Set the 3 month arc before they decide. When they can see the plan in concrete terms, they're enrolling in a result—not buying a product. The before photo is what makes this a partnership. Take it before they commit, not after.

TAKE THE PHOTO FIRST

“

Before we wrap up, let's take a quick before photo so we can track this together. This is the moment we start from.

”

Taking the photo before they decide creates enrollment before purchase. It signals you're in it with them.

WALK THEM THROUGH THE ARC

“

Four droppers filled to the line along sections, quick massage, no rinse. Add it to your nightly routine.”

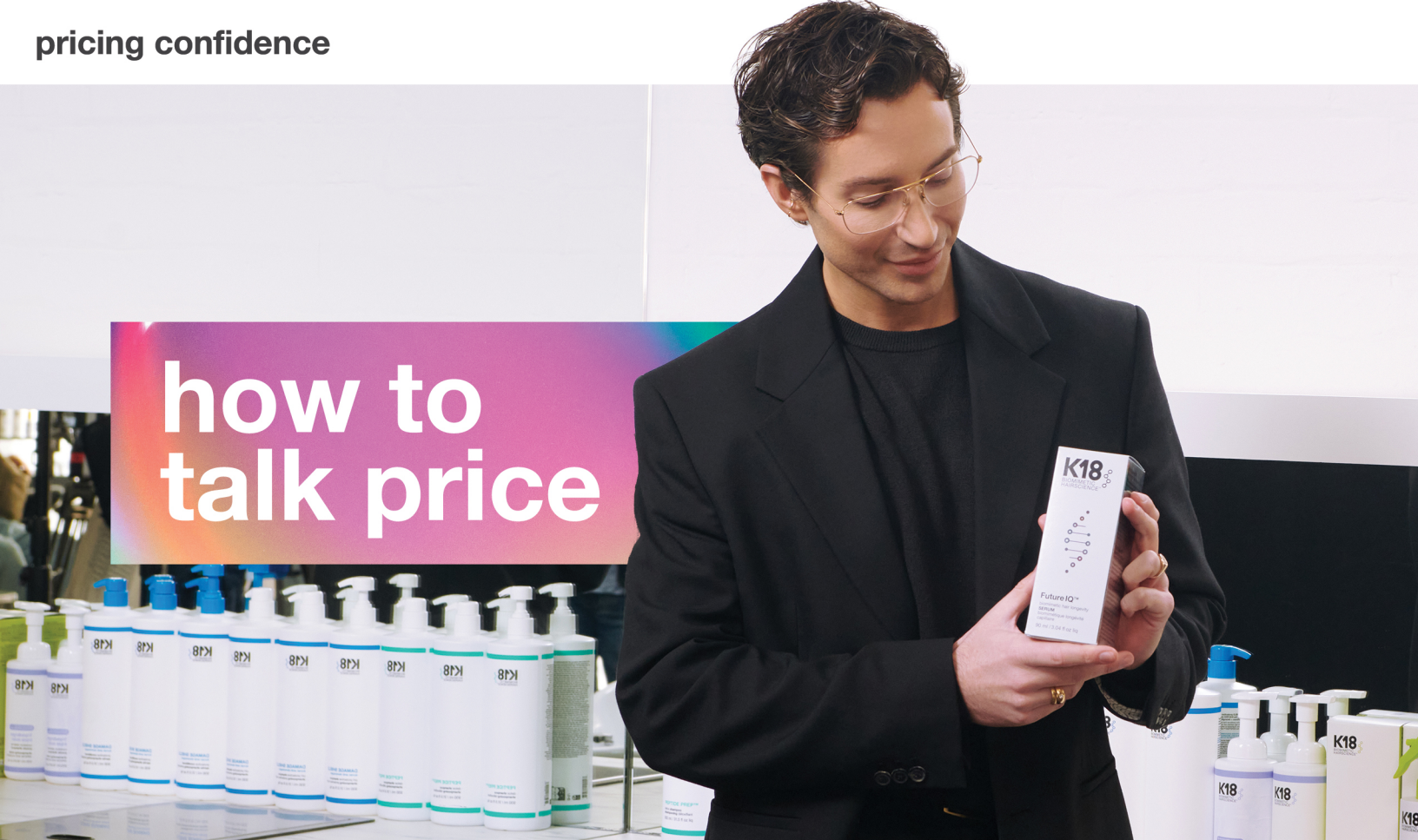
“Month one: less shedding. Month two: density begins to return. Month three: the visible shift—that's when we compare.”

”

The before photo creates a natural check-in at their next appointment—nothing to do with selling, everything to do with results.

This is not a hand-off. You're setting the expectation that this conversation continues.

how to talk price



**By the time price comes up, they've already said yes
to the problem, the plan, and the partnership.**

LEAD WITH VALUE

Frame it as a daily healthy-hair investment, proportionate to the wellness habits they already keep. The bottle price is not the anchor. It's the same cost as a cup of coffee a day.

OWN THE COMMITMENT

The 3-month journey requires three bottles. Don't soften this. Frame it as the reason the results are real—the timeline is the mechanism, not the obstacle.

IF THEY HESITATE

Pause. Return to what they told you specifically—not features. Then anchor back to their words.

“

You mentioned the shedding in the shower—that's been going on a while, right? This is the thing that actually addresses it. I wouldn't recommend it if I didn't think you'd see the difference.

”

**You are not negotiating. You are not apologizing.
You are offering access to something real—stand behind that.**

close without pressure

**By the time you get here, you haven't been selling—you've been guiding.
The end of a guided conversation is an invitation, not a pitch.**

LONG-TERM CLIENT

“

You've been coming to me for [X years]. I've been waiting for something I could put behind this conversation. This is it—and I want to be the one who helps you get ahead of this.

”

COLOR CLIENT

“

The healthier we can get your scalp and fiber, the more we can do together with your color and cut. This is an investment in everything we're building with your hair.

”

CLIENT WHO'S UNDECIDED

“

I've shown you the plan and I've taken your before photo.
The only missing piece is starting.
Can I set you up with your first bottle today?

”

If they need to think about it, follow up at their next appointment: “I've been thinking about our conversation. How has your hair been feeling?” The consultation doesn't end when they walk out the door.

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