

Courtesy Call Script

“ Hi Pam, this is Lori calling from Voila Salon and Spa to remind you of your manicure appointment on Thursday at 10 am. If you need to cancel or reschedule for any reason, we require a 24-hour notice to avoid the late cancellation fee, and you can reach us at 734-944-9363. Otherwise, We look forward to seeing you on Thursday at 10 am.”

Greeting

1. Hi Pam, nice to meet you. My name is Lori, and I am going to be providing your manicure service today. Let me show you where the restroom is so you can wash your hands, and this is my station. I will meet you right back here when you are finished washing your hands.”
1. Hi Pam, It is great to see you again. Can I take your coat and hang it up for you. Would you like a cup of coffee or a glass of water? You remember where the restroom is, I will meet you back at my station after washing your hands with your coffee.
1. Hi Pam, nice to meet you. My name is Lori, and I am going to be providing your pedicure service today. Let me show you where the pedicure room is and where to choose a color. You can come into the pedicure room and have a seat after you pick your color. There is a hook on the back of the door for your coat and purse.

Appointments and Cancellations

Being on time for your appointment is greatly appreciated so that you may receive your full service, and our other clients are not inconvenienced. On the day of any package, please arrive at least 15 minutes prior to your appointment. If rescheduling an appointment is necessary, we request a minimum of 24-hour notice for any single service, and a 48-hour notice is required for any multiple service or spa package cancellation. If this request is not met, you will be asked to take responsibility for the payment of the services missed. Thank you for respecting what we love to do most, serving you.

Assumptive Close

1st Appointment

After the service, you ask, "How does everything look?" Fantastic, I would love to see you again. Here is a \$10 off card to use on your next appointment with me when you book your next appointment today. Let's go up front to look at the schedule and find the best time. What days work best for you? Do you have a time of day restrictions?

If you have a receptionist, let her know to look for a manicure appointment in two weeks on a (best day for the client) and (best time for the client)

Then tell the client

"I am looking forward to seeing you again in two weeks, enjoy the rest of your day."

2nd Appointment

"When is the last time you have had a (additional service) service?"

" I would love to see you for a (additional service), would you like to add that service to your next appointment as well?"

"Here are a couple of 50% off referral cards to give to friends. When your friend comes in for a pedicure, they will get 50%, and you will get 50% off your next pedicure service. Referring a client is a great way to try additional services and help me grow my client base."

3rd Appointment

"most of my clients enjoy the ease of having a standing appointment, so they never have to worry about not being able to get in and to ensure they have the time and day they need. I'd love to add you to my list of standing clients, would you like to do that before you leave today?"

yes, make their standing appointments or have the receptionist make them

No, offer them the nail society 10% off membership opportunity.

"We offer a special Nail Society club card that gives you 10% off any future visits with me in the salon, it is just \$50 (your price) for the entire year, and you will recoup your investment in just a few months. Would you like me to add that to your bill today?"