

# Philip Pelusi Salons

NEXT GEN HAIR@PHILIP PELUSI

## BUILDING A NEXT GEN CAREER



### The Philip Pelusi Personal Career Support Program

PHILIP PELUSI™  
A Cut Above the Rest®

THE COLOR GROUP @ PHILIP PELUSI™  
*We Paint Hair™*

NEXT GEN MEN™  
@PHILIP PELUSI

NEXT GEN HAIR™  
@PHILIP PELUSI

TeX-DERITY™

Consultation  
Power

*The Art of the Blowdry*  
@PHILIP PELUSI®

Volumetric™  
by Philip Pelusi

# Philip Pelusi Referral Program

NEXT GEN HAIR@PHILIP PELUSI

## SHARE the STYLE

REWARDS FOR NEW REFERRALS!

SHOW THIS CARD AND RECEIVE

For the New Guest:  
**20% OFF** of First Visit Hair Service and/or Healthy Hair Spa Treatment for \$5 with any Hair Service

AND

For the Referring Guest:  
**\$10** Credit Towards Next Product or Service Purchase



PHILIP PELUSI

Refer-A-Friend Program

SALON LOCATIONS	
Cranberry Commons .....	724-742-2022
Fox Chapel Waterworks .....	412-782-6303
Galleria at Pittsburgh Mills .....	724-274-4177
Monroeville Mall .....	412-372-7520
Ross Park Mall .....	412-366-1555
South Hills Village.....	412-833-6770
South Side .....	412-488-6618
Southland .....	412-655-1940
Squirrel Hill .....	412-521-1200
The Mall at Robinson .....	412-747-3007
Westmoreland Mall .....	724-836-6670

Name of New Guest \_\_\_\_\_

Name of Referring Guest \_\_\_\_\_

Designer Signature \_\_\_\_\_

Salon \_\_\_\_\_ Date \_\_\_\_\_

\*Must present card to redeem offer. First time guest only. Hair services only. Restrictions apply.

\*\*Referral Rewards valid in-salon only, on products and/or services.

As a Stylist, your ability to grow your Guest following through the process of encouraging word-of-mouth Referrals is a skill set that allows you to take control of their own creative and financial destiny. If your growth plan is dependent upon the number of New Guests that happen to walk through the front door and end up in your chair, you are giving up the control of your future. By consistently working to encourage referrals through each and every Guest that you service, you can paint your own vision of what your future will look like.

### WHY USE THE REFERRALS CARD PROGRAM:

- A Referral Card Program is an internal program employed by using the Guests that already visit your salon.
- The Referral Card Program allows you to determine the speed at which you increase your Guest counts and your paychecks
- Consistent use of the program will assist you in advancing in skill level quicker allowing you to charge more for your services
- Using the program allows you increase the type of Guests that you are aiming to service
- It promotes your Guests to advertise your good work and recommend you to people they know while earning \$10.00 in credit towards their next service or product purchase
- Stylists who proactively work at building referrals utilizing a consistent program will average 100% to 300% more New Guests than those who do not encourage them
- 50% off all Guests look to personal referrals when searching for a new doctor, dentist, or hairstylist

### WHAT WE KNOW ABOUT REFERRALS:

Marketing Research into the power of Referrals have proven the following

- Guests who are happy with their salon and stylist will recommend the stylist to their friends
- 65% of women and 46% of Men who are moderately satisfied with their current salon **will** try a new salon/stylist **if** referred by a friend or family member they trust. This shows that Guests are always looking for a better opportunity to improve their appearance.
- Referred Guests are more likely to be open to try new services and products because they have already been sold on **you**
- Referred Guests are more likely to be long-term loyal Guests of their New Stylist than Guests attracted through price-cutting techniques

# Philip Pelusi Referral Program

NEXT GEN HAIR@PHILIP PELUSI

## HOW THE REFERRAL CARD PROGRAM WORKS:

- The current Guest will give the card to someone they refer to the Consultant and Salon
- When the Referred First Time Guest visits the salon and presents the card, they will receive 20% Off their Hair Service's on this visit and/or the option to receive one of the \$15.00 Healthy Hair Spa Therapy Treatments for just \$5.00 (w/another hair service)
- The Referring Guest will receive \$10.00 credit to use on their next service or product purchase

## WHEN TO USE THE REFERRAL CARDS:

- Be sure to start to cultivate referrals from a New Guest's very first visit. You likely created the most dramatic transformation the Guest has had in some time. Comments from Friends and Family are most likely to be at the center of discussion creating many opportunities for the Guest to suggest referrals.
- First time visits are usually an emotional charged event for the New Guest. When happy with their first experience, they will be very likely to tell those around them about their experience.
- Anytime you give a current Guest a new look, give them referral cards. The opportunity for them to hand out referral cards will present it itself every time friends and family compliment them on their new look.
- Any time you move up /raise prices, be sure to focus on making sure your current Guests know how they can earn service/product credits by helping you grow your Guests

## HOW TO PREPARE THE REFERRAL CARDS:

1. Prior to your first Guest of the day, prepare Referral Cards for the Guests you will service for the day
2. Fill in the name of today's Guest on the "Name of Referring Guest"
3. Fill in your name, salon name, and the day's date
4. The first line remains open until the card is redeemed by the New Guest in the salon

		<b>SALON LOCATIONS</b>
Name of New Guest _____		Cranberry Commons ..... 724-742-2022
Today's Guest Name _____		Fox Chapel Waterworks ..... 412-782-6303
Name of Referring Guest _____		Galleria at Pittsburgh Mills ..... 724-274-4177
Consultant's Name _____		Monroeville Mall ..... 412-372-7520
Designer Signature _____		Ross Park Mall ..... 412-366-1555
Salon Name _____ Today's Date _____		South Hills Village ..... 412-833-6770
Salon _____ Date _____		South Side ..... 412-488-6618
		Southland ..... 412-655-1940
		Squirrel Hill ..... 412-521-1200
		The Mall at Robinson ..... 412-747-3007
		Westmoreland Mall ..... 724-836-6670
<small>*Must present card to redeem offer. First time guest only. Hair services only. Restrictions apply.  **Referral Rewards valid in-salon only, on products and/or services.</small>		

## HOW TO INTRODUCE THE REFERRAL CARD PROGRAM:

### First Time Guest:

*"Mrs. Jones, I am happy you like your new style. Please know that I am always happy to meet New Guests. Since most New Guests come to me through referrals from Guest like yourself, I would like to give you some referral cards to pass on any time someone mentions your new look. For each New Guest that comes in, you will receive a \$10.00 credit towards your next service or product purchase."*

### Existing Guest:

*"Mrs. Jones, It was great to see you again. I would like to ask you a favor. Any time you come across any Family and Friends who are looking for a new stylist would you please pass on one of these referral cards. It will give them 20% Off their first visit and you will receive a \$10.00 credit towards your next service or product purchase."*

# Philip Pelusi Build-A-Book Program

NEXT GEN HAIR@PHILIP PELUSI




Schedule an Appointment in Our Salon and Receive: **25% OFF** Your First Visit!

Consultant (Designer) Name: Suzy Stylist

Salon Location: South Side

Salon Phone Number: 412-488-6770 Date: 1/15/2017

Hair services only. Expires 60 days from date issued. Not valid with any other offer. No double discounts. Additional restrictions may apply.

PhilipPelusi.com  

As a Stylist, your ability to grow your Guest following through the process of Networking is another way you can take control of your own creative and financial destiny. As mentioned previously, if your entire growth plan is reliant upon the number of New Guests that happen to walk through the front door and end up in your chair, you are giving up the control of your future. By learning the basic skills of Networking, you can take back control of your earnings and growth by generating additional New Guests through personal communication and self-marketing. Networking takes advantage of utilizing social settings as a way of creating these New Guests.

## WHY USE THE BUILD-A-BOOK PROGRAM:

- Our Build-A-Book Program works as an external self-marketing program designed to incent the people you come into contact with outside the salon into becoming your New Guests in the salon
- The Build-A-Book Program allows you to determine the speed at which you build your New Guest counts, and increase your paychecks
- Consistent use of the program will assist you in advancing in skill level quicker allowing you to charge more for your services
- Using the program allows you increase the type of Guest that you are aiming to service since you can target Guests who appear to want the types of services you are looking to perform

## HOW THE BUILD-A-BOOK PROGRAM WORKS:

As a stylist, you should view this program as an investment in your future growth, and not as discounting the work that you do. You aren't discounting anything until you have gained something first. What you've gained is a New Guest who fits into the targeted group that you want to service for creative reasons

- Place your name, salon address, phone number and date on the card.
- Always keep the cards on you and handy to retrieve when an opportunity presents itself. If you have to go searching for the cards when the need arises, you don't want to lose the opportunity to gain a desired Guest
- When meeting and building a relationship with someone you have determined fits your target market group and would like to have as a Guest, take the next step to invite them in to your salon.
- Give them your card and let them know you would like to have them as a Guest and would look forward to discussing their hair options. Most people are impressed by the gesture and are very willing to try a new stylist that they have met in person.

PHILIP PELUSI  
A Cut Above the Rest®

THE COLOR GROUP @ PHILIP PELUSI®  
We Paint Hair®

NEXT GEN MEN®  
@PHILIP PELUSI

NEXT GEN HAIR®  
@PHILIP PELUSI

TeX-DERITY

Consultation  
Power

The Art of the Blowdry  
@PHILIP PELUSI®

Volumetric®  
by Philip Pelusi

# Philip Pelusi Build-A-Book Program

NEXT GEN HAIR@PHILIP PELUSI

## HOW TO INTRODUCE THE BUILD-A-BOOK PROGRAM:

After meeting and building a relationship with someone you have determined fits your target market group and would like to have as a Guest, take the next step to invite them in to your salon.

*“Mary, It was a pleasure talking to you. I’m going to give you this card with my name and salon information. I would love the opportunity to talk to you more about your hair. The card also entitles you to 25% Off your first visit.”*

or

*“Mary, I am always looking to service new Guests like yourself. I would like to give you this card with my name and salon information. I would love to see you come in so we can discuss your hair options. If you decide to get services this card will also entitle you to 25% Off that first visit.*

## LOOKING FOR OPPORTUNITIES TO USE THE B-A-B CARDS:

- Anytime some one ask you “What you do” or comments on your hair or appearance (and they should) you should immediately see this as an opportunity to promote what it is that you do. Being proud of your profession and how you affect the welfare of others is a powerful energizer.
- Quite often you will find that when people learn you are a Stylist they usually react in one of the following two ways:
  - \*Make an excuse about why their hair is less than perfect, or isn’t working for them
  - \*Ask you what you would do with their hair if given the chance
- Both of these reactions are open opportunities for you to let them know that you are always looking for New Guests, and would look forward to the opportunity to envision a new hair plan just for them
- Use the cards when meeting employees at restaurants, retail establishments, and other businesses where the employees are high profile and are seen by many people each day. These are great candidates to promote your work through constant exposure. They can also be cultivated to become a great source of referrals of New Guests to you.
- Use the cards when meeting people whose appearance is important to their profession. They usually put their hair in a high place of importance and often spend a disproportionate amount of income on ensuring that that their hair and appearance is always top notch. They know that this spending is an investment in their career. Real Estate, Cosmetic , High-End Clothing Sales are professions that are perfect target markets for Guests who place a high importance on appearance.

## WHAT ONE NEW GUEST REALLY MEANS TO YOU:

When calculating the true value of one new Guest being added to your book, it needs to be looked at from the potential increases that can be created over the next twelve months.

In other words:

- If the Guest receives a single app and haircut and returns every 8 weeks, you will actually be adding 8-9 color and haircut services to your book over the next twelve months. It also means 8-9 tips in that time period.
- If you employ the Referral Card Program with the above Guest and that Guest refers two additional Guests to you over the next twelve months, you have the potential to add another 16-18 services to your book over the next 12 months.
- As you can see, when looking at the long-term benefit of growing your book through the addition a new Guest created through the use of a self-marketing program, it becomes apparent how quickly you can take control of your creative and financial destiny

# Advance Booking Techniques for Success

NEXT GEN HAIR@PHILIP PELUSI

## THE IMPORTANCE OF ADVANCE BOOKING:

Advance booking your Guests before they leave the salon is a skill set that must be practiced and perfected in order to maximize the potential of each and every Guest that you service. But advance booking is not just about attempting to have your Guest book their next appointment. It is also about trying to move Guest from busy days and times to slower days and times. This allows you to control your book and remain open during high walk-in/call-in time periods when New Guests are more likely to be available.

## MASTERING THIS PROCEDURE WILL ALLOW YOU TO:

- Ensure that your Guest gets back in to see you in the time frame that is required by their hairstyle and hair type.
- Control your book in order to minimize your down time and maximize your hours worked
- Ensure that the Guest is properly booked taking in consideration of the length, and thickness of the hair, etc.
- Shift Guest from busier days and times to slower days and times to maximize your earnings

Taking a consistent approach towards attempting to advance book each and every Guest will shorten the time between their visits thereby increasing their satisfaction, and increasing their annual spending by 20% or more.

Failure to do so can cost you 3-4 visits per Guest each year. This means you need a lot more Guest just to fill the time spots not being taken up by your Guests who have not been advance booked.

## HOW TO INCREASE YOUR SUCCESS OF ADVANCE BOOKING by 87%:

What you say when attempting to advance book is important. When you say it is even more important!

Attempting to reschedule your Guest's appointment as they are checking out and on their way out the door does not work. In fact, you are most likely ensuring failure by following this procedure.

- Known as "Chore-Looping," the Guest already has a pre-planned agenda (To-Do List) in their head for the day. This includes a mental map of their daily tasks including important time frames associated with each.
- Studies have shown that the moment your Guest leaves your styling chair, they mental switch from salon-mode to reality-mode of what's next on their agenda or "Chore-Loop. (watch for them to check the time) It might be that they have to pick up their kids, go to the grocery store, or perform some other tasks.
- If you try to sell them a product or rebook their next appointment after they have switched modes, chances are high you will be unsuccessful. Leaving your chair signals the appointment is over and they mentally move on.
- Its just too easy for the Guest to state "I'll just call when I need an appointment"
- One study showed that by consistently moving the advance booking conversation and product education back to the station while the Guest is still seated and in salon-mode thinking, increased the likelihood of success by 87%.

# Advance Booking Techniques for Success

NEXT GEN HAIR@PHILIP PELUSI

## HOW TO COMMUNICATE THE ADVANCE BOOKING PROCEDURE:

A great time to begin the advance booking discussion is after blow drying and ensuring the Guest is satisfied.

“Mrs. Jones, In order to keep your style looking great, I would like to see you back in the salon in \_\_\_ weeks, so that we can do (list services). What days are best suited for you to visit the salon?”

or

“Mrs. Jones, In order to keep your color looking great, I would like to go ahead and book your next appointment in \_\_\_ weeks to ensure I have time reserved just for you. Is there certain days that work best for you?”

or

“Mrs. Jones, I am starting to get very busy so to ensure that I have time reserved for you, I would like to go ahead and book your next appointment in \_\_\_ weeks. Is there certain days that work best for you?”

## WHAT TO DO WHEN THE GUEST SAYS NO TO ADVANCE BOOKING:

Just as advance booking is a skill that you must learn, so is it our job to train our Guest to the need to advance book their appointments. Failure to do so will eventually set the Guest up for disappointment when the Guest realizes that they can no longer call at the last minute and expect to get in with their chosen designer in a short period of time. This can lead to lost Guests who end up going elsewhere because they can not be serviced on short notice. The time to start educating your Guests to the need of pre-booking their appointments is long before you build to the point that your Guests can not get in easily. If you consistently make your Guests aware of the need to advance book, the first time they call and have difficulty getting in with you, they will mentally begin to note that you have been forewarning them that they need to start advance booking their appointments.

## HOW TO SPEED UP THAT GUEST LEARNING PROCESS:

When you try to advance book your Guest and the Guest says no, then what?

The worst thing to do is to tell the Guest to “just call in then when they are ready” This affirms that that what the Guest is doing is an acceptable option to advance booking.

## FOLLOW THESE STEPS TO ENSURE YOU ARE SENDING THE RIGHT MESSAGE ON THE NEED TO ADVANCE BOOK:

- When the Guest states that they can not advance book their next appointment, let them know that if they reserve the time and it ends up being unsuitable, they can always change it. This will make them feel more at ease about the commitment.

## If they still state they can not advance book, take an appointment card and do the following:

- Fill in your name and the name of your team members. New Guests tend to forget names when they need it several weeks later
- Educate the Guest on the date of the week that they should schedule their next appointment.
- Circle that week on the Appointment Card.
- Let the Guest know that “Because your schedule is booked so far in advance, that they should call at least two weeks in advance of that week to ensure they can get in at a convenient time”
- Circle the date on the Appointment Card that the Guest should call for an appointment. You may also want to write down the services that the Guest should request when calling for that appointment

# Advance Booking Techniques for Success

NEXT GEN HAIR@PHILIP PELUSI



**A P P O I N T M E N T   C A R D**

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Time: \_\_\_\_ : \_\_\_\_ AM  PM

Recommended Image Consultant(s): Suzy, and Mary (tm)

**Single App and HC**

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Time: \_\_\_\_ : \_\_\_\_ AM  PM

Recommended Image Consultant(s): \_\_\_\_\_

**PHILIP PELUSI®** Salons & Products

Questions or Comments? Call or Email!  
1.888.263.4720 • info@PhilipPelusi.com f v

November 2016							December 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5						1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

January 2017							February 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	15	16	17	18	19	20	21
29	30	31					26	27	28				

March 2017							April 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	8	9	10	11	2						
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

Reservation Policy: Please call at least 48 hours in advance to confirm or cancel your appointment. A 3-day notice is required for credit/refund of deposits made towards appointments. Bride and/or bridal party appointments require a 7-day cancellation notice. Refunds will be mailed from the Corporate Office. Your Image Consultant's time is very valuable; please do your best to keep appointments.

Date to  
Call for  
Apt.

Week  
to  
come in



# Philip Pelusi Team Guest Concept

NEXT GEN HAIR@PHILIP PELUSI

## WHY THE TEAM GUEST CONCEPT IS IMPORTANT TO YOU:

One of the unique cultural philosophies that Philip built into the his company was that of **“Team Guest Concept.”**

The idea that Guests should feel comfortable when needing to be serviced by other stylists in the salon was revolutionary in 1960’s and still remains so today. For decades this concept has ensured the security of paychecks and working environment for our stylists, as well as, a comfortable stress-free environment for our Guests.

## WHAT’S IN IT FOR YOU:

- If your Guests needs a service on short notice and can’t get in with you, it encourages them to try a member of your team instead of going to another salon. Anytime a Guest wanders to a new salon there is a risk of losing that Guest.
- If you need to be off for an extended time due to an accident or illness, having recommended team members to your Guests ensures they are still there for you once you return to the salon.
- If you go out on maternity leave, it will ensure your Guests are comfortable going to a team member while you are on leave and ensures they are there for your return.
- When a fellow team member relocates or decides to leave the industry, it ensures that their Guests stay in the salon and end up in the chairs of our team members who are then rewarded through increased income.
- Less turnover of Guests increases the growth of the individual stylists and of the salon providing enhanced job security

## HOW THE PROGRAM WORKS:

- Let your Guests know that “In our salons the stylists all work on teams that include stylists of the same level. If for any reason you can’t get an appointment with me or want to come in on a day that I do not work, I would recommend \_\_\_\_\_ or \_\_\_\_\_ who are a part of my team.
- You should give each Guest an appointment card with your name on it, as well as, the names of your team members so that your Guest has them in case they are ever needed.
- While your Guest is in the salon, you should introduce any of your team members that are working to your Guest. It is more comfortable for a Guest to try a new stylist if they have been introduced to them and can place the face with the name.



APPOINTMENT CARD

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Time: \_\_\_\_ : \_\_\_\_ AM  PM

Recommended Image Consultant(s): Suzy, and Mary (tm)

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Time: \_\_\_\_ : \_\_\_\_ AM  PM

Recommended Image Consultant(s): \_\_\_\_\_

PHILIP PELUSI Salons & Products

# Individualize Your Approach To Your Guests

NEXT GEN HAIR@PHILIP PELUSI

## INDIVIDUALIZING YOUR APPROACH:

Standing out, or being exclusive, in this world of non-stop media and information overload has gotten a lot more difficult with the globalization of internet access and content creation. Your Guests are constantly being barraged with TV, emails, texts, YouTube videos, and social media posts. How your Guests are exposed to these medias have also changed. Now they gain their insights from computers, tablets, and mobile phones. Phones that are more powerful and have more applications than our laptop computers did just ten years ago.

## HOW THE CHALLENGE TO STAND OUT AND BE DIFFERENT HAS EVOLVED:

As a Hairdresser, your competition 20 years ago was the salon down the street and the techniques and styles they were doing.

15 years ago, due to mass adoption of the internet and computers, your competition became any and all the salons in your city or surrounding area. Now it became easier for salons to get the message out on how their salon stood out and was different.

10 years ago, due to the massive creation of online media and its easy access by your Guests, any salon, anywhere, could easily get the time and attention of your Guests through YouTube and online magazines. This made the challenge to stand out to your Guests even harder. The entire country became your competition.

5-8 years ago the massive adoption of multiple Social Media platforms by businesses and individuals, now offers an unending stream of information covering every subject matter you could ever imagine. Now the **world** has become your competition.

## SO HOW DO YOU STAND OUT IN THIS VERY LARGE CROWD?

- Develop Strong Skill Sets. There can never be a question that the services you offer are anything but top notch
- Stay up-to-date, informed, and “**relevant.**” This is no easy tasks as every week new techniques and product trends are being broadcast across the world to everyone who sits in your chair. Your Guests will bring trends to you that they have seen online. You must know what is trending and stay ahead off that knowledge curve.
- Most importantly **individualize** your approach to each and every Guest.

## HOW DO YOU GO ABOUT INDIVIDUALIZING YOUR APPROACH TO EACH GUEST:

Although your Guests are constantly being inundated with information and content from all corners of the world, this mass selling and advertising of anything and everything has left your Guests feeling as if they are nothing more than a mobile pocket-book who everyone wants a piece of. This is creating a unique opportunity to stand out and be exclusive from everyone around you, by offering a more envisioned and individual approach to your Guests. Guests are finding that although they see the latest trends every morning on social media, they don't want to be treated as just another recipient of the “Style-of-the-Day.” This is where individualizing your approach to each and every Guest becomes a new tool in your skill set.

- Be sure your approach is all about the Guest. Treat them as unique and special. It is okay to talk trend and show that you are aware of the latest looks to hit online, but your approach to the Guest needs to be decidedly focused on them, their lifestyle, and the options their hair texture and type will allow.
- Every trend should be by “Customized” for the individual Guest in the chair at that moment. Share with the Guest how you will be putting a little spin on a **trend** in order to create a result that is unique and exclusive for their hair type, texture, condition, and lifestyle. The Guest can't receive this **online!**
- At the end of every visit, give your Guests something to think about between now and their next appointment. Your Guest will place more importance on a personal recommendation from you than something they see on online. And even if they do see something online that they may want to inquire about, you have shown that you are always open to making changes

# Individualize Your Approach To Your Guests

NEXT GEN HAIR@PHILIP PELUSI

- Use technology to be your second brain. Use your 'Formula/Visit Notes' section in the Guest file to help you individualize your approach with each Guest. After each visit place any important points of information into the 'Notes' section of the Guests file in order to remind you for their next appointment. Doing this allows you to pick right up with the Guest at their next visit where the discussion ended on their last visit.

## THINGS TO NOTATE:

- Any changes that you made to the cut/color/service so that you remember to ask how those changes worked for the Guest
  - Any products you recommended and thought were necessary for a successful result, but were not purchased by the Guest. This reminds you to reinforce the recommendations that you previously made.
  - Any service you discussed or recommendation you gave for next visit. Ask the Guest at their next appointment, "Mrs. Smith I remember that last time you were in we discussed **adding an Accent Light** to your overall color. Is that something you would like to try today?" This makes it appear that you have been thinking of the Guest since their last visit and makes them feel that you are investing in them and their hair beyond just the one appointment.
  - Any major event that the Guest has coming up: daughter's wedding, vacation, son's graduation. At their next visit, say "Mrs. Smith, let's talk about what we want to do today with your hair and then I want to hear about your Daughter's wedding." Again this moves you from just a service provider to someone who is personally invested in them.
  - Always make it a practice to check your Guest tickets prior to each Guest's appointment. Preplan your discussions with your Guest before they even arrive. Make notes on the ticket to any service/products you want to remember to discuss with each Guest.
  - Be aware of what add-on services you have the time to perform that day, and which you would need to recommend for a future appointment.
- When setting your Guest up for reserving their next appointment, be sure to customize the timeframe that they should return based on their unique hair, texture, and service needs.

"Mrs. Smith, to keep this color looking fresh I would need to see you five weeks from today. "

Or

"Mrs. Smith, with this style and the texture of your hair, I would like to set up your next appointment in 4 weeks so that we can keep your haircut looking great."