

The Art 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.

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 the 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 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 Guests will shorten the time between their visits thereby increasing their satisfaction, and in- creasing 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:

What you say when attempting to advance book is important. When you choose to 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).
- 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.
- It's 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 likely hood of success by ...*

87%

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 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

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

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

<p>Cranberry Commons724.742.2022</p> <p>Fox Chapel Waterworks412.782.6303</p> <p>Galleria at Pittsburgh Mills724.274.4177</p> <p>Monroeville Mall412.372.7520</p> <p>One Oxford Centre412.261.6550</p> <p>Ross Park Mall412.366.1555</p> <p>South Hills Village412.833.6770</p> <p>South Side412.488.6618</p> <p>Southland412.655.1940</p> <p>Squirrel Hill412.521.1200</p> <p>The Mall at Robinson412.747.3007</p> <p>Westmoreland Mall724.836.6670</p>	<table border="1"> <tr><th colspan="7">November 2016</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td></tr> </table> <table border="1"> <tr><th colspan="7">December 2016</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </table> <table border="1"> <tr><th colspan="7">January 2017</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr> </table> <table border="1"> <tr><th colspan="7">February 2017</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </table> <table border="1"> <tr><th colspan="7">March 2017</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </table> <table border="1"> <tr><th colspan="7">April 2017</th></tr> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>	November 2016							S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				December 2016							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						January 2017							S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					February 2017							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						March 2017							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						April 2017							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
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Reservation Policy: Please call at least 48 hours in advance to confirm or cancel your appointment. A 3-day notice is required for credits/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