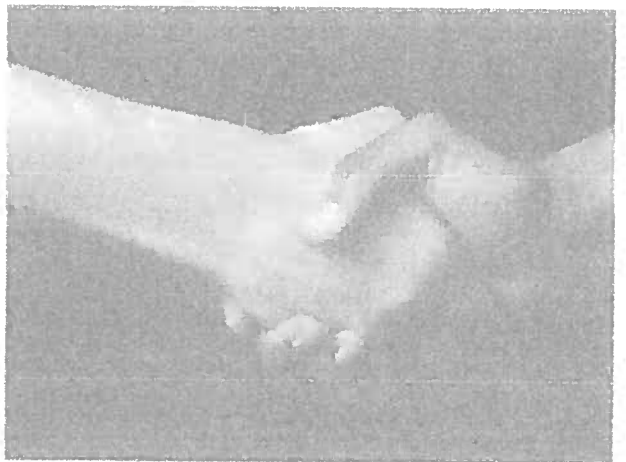




guest care track

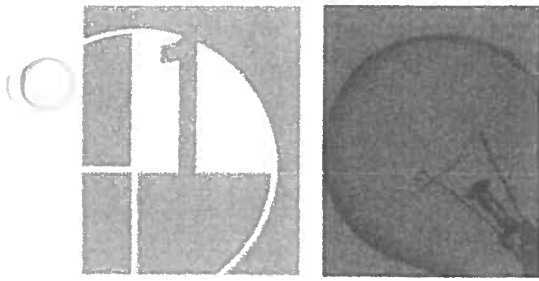
inyu training™
training for salons and spas



pre-booking

[participant guide]

intended outcome This workshop is focused on the impact pre-booking makes on overall productivity. You will learn how to work with the Service Provider team to communicate the value of pre-booking to your guests.



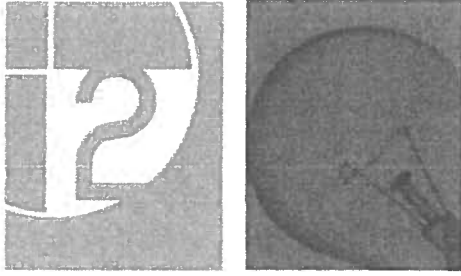
The Big Why on Pre-Booking

How often have you tried to call last minute to get an appointment with your favorite stylist, only to find you have waited too long? By the time our guests actually “need” an appointment, it is likely that the perfect appointment time will not be available.

By encouraging our guests to pre-book their first appointment, we ensure that they receive the best service, at the best time for their schedule. We also significantly reduce our call load, which allows us to be fully present with our guests when they are checking in and checking out.

guest care: pre-booking

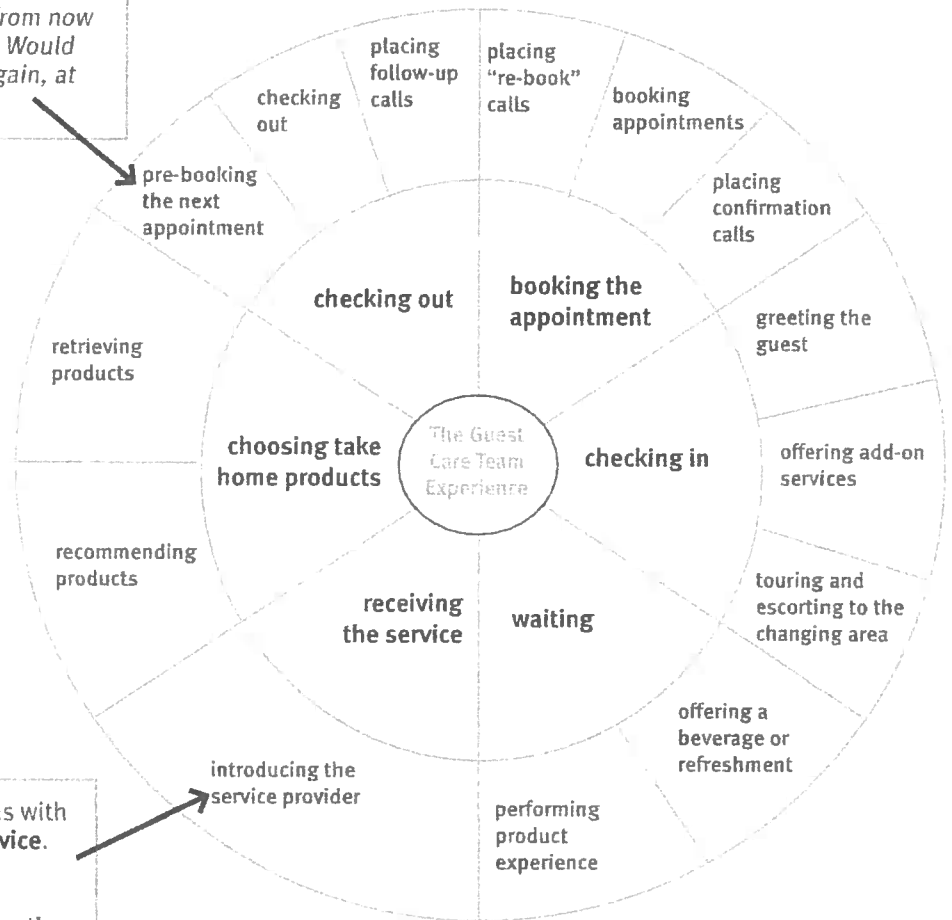




What Creates Pre-Booking Success?

The easiest way to ensure that your guests are pre-booking is to have the **Service Provider** begin the conversation during the service. The **Guest Care Team** member reinforces the suggestion of the **Service Provider** when the guest completes their visit.

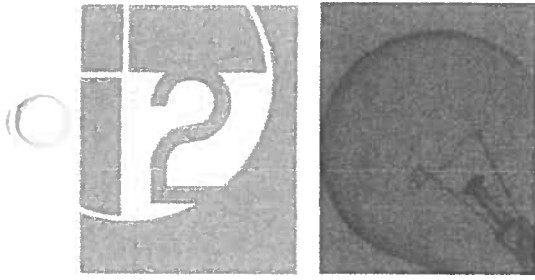
The **Guest Care Team** encourages the guest to book their next appointment by reinforcing the suggested booking time. For example:
"I see that David suggested that you reserve your next appointment in 6 weeks. Let's see what we have available. Six weeks from now would be the week of October 15th. Would you like to come in on a Thursday again, at the same time?"



The pre-booking conversation begins with the **Service Provider**, during the service.

The **Service Provider** will suggest a recommended time frame for the guest's next reservation. For example: *"With this cut, you will want to schedule your next appointment for four weeks from now."*

guest care: pre-booking



How to Engage in an Authentic Conversation

We have all experienced the effects of boring, over-used scripts. To authentically and consistently communicate the value of pre-booking to our guests without sounding like a robot, we need to keep four things in mind¹:

Be Guest-Focused: keep the conversation focused on making the guest's life easier and making sure they reserve the times that are most convenient for them

"You usually book at the end of the week. Would you like to come in on a Thursday again, at the same time?"

Be Personal: weave what you know about the guest's needs into the conversation

"While your training for your triathalon, let's book recovery massages for the day after every long run."

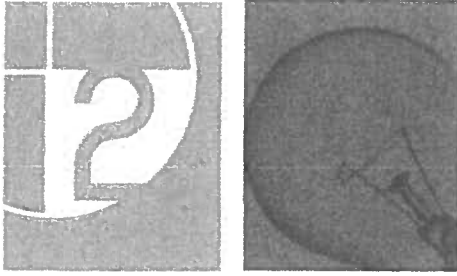
Be Authentic: take the basic scripts provided and make them your own. Make eye contact and use a tone of voice that conveys real interest.

"What's more important to you? The time of day or the day of the week? Does your schedule change for the summer?"

Be Strategic: if the guest does not have a specific time request, book slower times first. Be careful to avoid creating time gaps in the book. For example, if the Service Provider books on the hour and the guest wants a 10:15 am appointment, offer the 11:00 appointment, rather than creating a 15 minute gap in booking time in the book.

"We do have a 10:00 or 11:00 am. Would either of these times work for you?"

¹We surveyed 150 owners, managers and Guest Care Team leaders to define the four elements that impact the effectiveness of scripting.



Effective Scripts

Pre-Booking: Guest Care Team Scripts

“(Season/Holiday) is right around the corner. In order to ensure that your appointment is available, let’s reserve that now!”

“What’s more important to you? The time of day or the day of the week? Does your schedule change for the summer?”

“Hi _____, it is great to see you today. While your color is processing, let’s reserve your next appointment.”

“In order to maintain your haircut, John would like to see you in 4 weeks. Does the beginning of the week or the end of the week work best for you?”

“Joan, Anna’s schedule is filling up quickly. I know you like Friday mornings. Let’s reserve your next appointment.”

“With the holidays coming up, our reservations are filling up quickly. Would you like me to reserve your next 2 appointments to make sure you get your preferred time?”

Pre-Booking: Service Provider Scripts

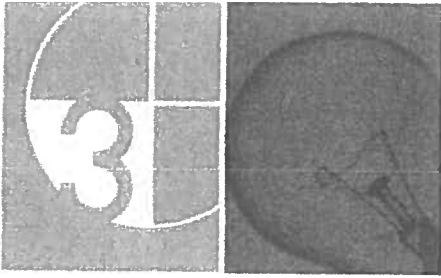
“I notice that you prefer Thursday evenings. We should reserve your next two appointments to ensure that you receive your preferred time.”

“Evening appointments fill up quickly. Let’s reserve your next three appointments. With this color technique, we will need to see each other every 5 weeks.”

“Your hair grew out nicely. I think 3 weeks is a good amount of time between cuts.”

“If you want to maintain this look, we will need to see each other in 4 weeks. Any more time than this between appointments and your re-growth will become obvious.”

guest care: pre-booking



Overcoming Objections

When you offer pre-booking to a guest, you can expect different responses:

“Yes, Thursday works fine.”

“No, what about Friday instead? Do you have anything available then?”

“I don’t have my calendar with me right now.”

“No, I think I’ll wait and call you back.”

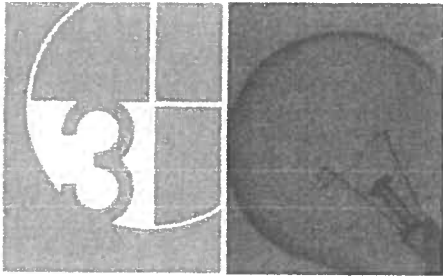
When a guest declines pre-booking, it is often helpful to share why pre-booking is beneficial.

For example, you might say:

“We want to make sure you can book your ideal appointment time. John’s schedule fills up quickly. Would you like to reserve a time? You can always change the time, if needed.”

How would you respond to a guest who declines the opportunity to pre-book their next appointment?

guest care: pre-booking



Systems that Work

There are many **best practices** in pre-booking. Here are examples of systems utilized by salons which consistently pre-book at 60% or higher:

Use a Traveling form. Utilize a form that allows the Service Provider to indicate when they would like to see the guest again. You can also include recommended home care products on this form, as well.

Pre-Book during color processing. Approach the guest with calendar in hand and pre-book the next visit before the guest completes their visit.

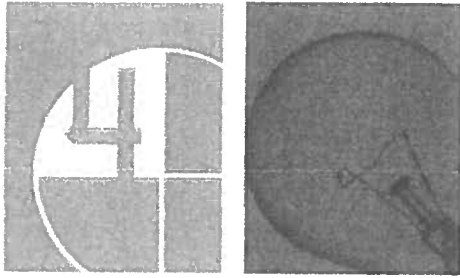
Pre-Booking when the guest calls to book an appointment. When the guest is having a difficult time reserving their preferred appointment time is a perfect time to offer pre-booking. "Susan, I am sorry you had such a challenge getting the right time for you. Do you want to go ahead and reserve your next appointment, so that you won't have this difficulty?"

Keep a board at the front desk that notes the date for 2, 3, 4, 5 and 6 weeks out. Review the pre-book dates in your daily meeting in the morning.

Implement confirmation calls 48 hours out to eliminate potential no-shows. "Hello, this is Joan from Salon Salon. We are looking forward to seeing you Thursday at 3pm for your manicure. We have a 30 minute pedicure reservation open at 4pm. Would you like to extend your time with us?"

Give the guest an appointment card when they pre-book their appointment.

guest care: pre-booking



Measure Your Progress

% of clients pre-booking

last month

goal

3 Things I/we will do to share the value of pre-booking with our guests:

guest care: pre-booking



Recommended inyu training™ workshops that complement this program:

Effective Guest Care Coaching – explore the importance of ongoing coaching, practice coaching skills

Things You Think and Need to Say – learn consistent and effective on-the-job coaching to defines your team’s performance level

Art of the Consultation – David Adams, color expert and co-founder of redCHOCOLATE™, shares a simple and effective framework for great consultations in this 2-part series

Leading Your Guest Care Team – explore how to build the “brand” of the Guest Care team with your internal customers and 8 key leadership behaviors that build engagement in your team

Effective Scripting – scripts for building business including up-selling, cross-selling, greetings and guest challenges

Subscribe at www.inyutraining.com to access the complete inyu training™ library, or give us a call to learn more: **866.888.4628**.

guest care: pre-booking