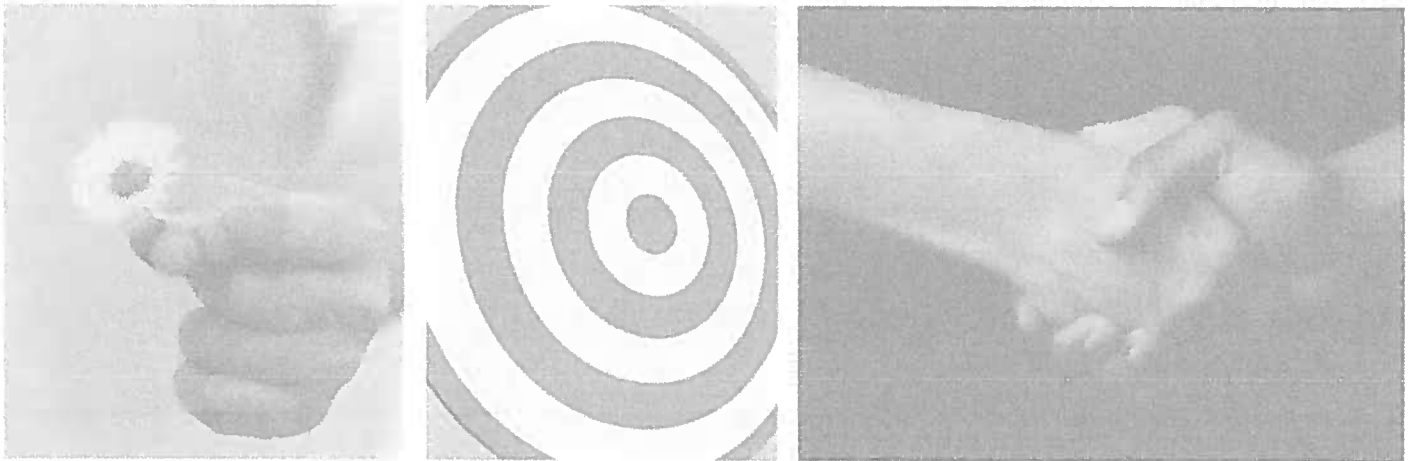




guest care track

inyu training[®]
training for salons and spas



front desk training: speaking the language

[participant guide]

intended outcome This workshop is designed to introduce you to key terms and definitions commonly used by the Guest Care Team. **You will also explore the impact of language on the overall guest experience.**

front desk training: speaking the language



Feel Good Words?

Would you rather be told that “you have to” or asked if “you would like to”?

Which feels better?

Imagine a friend approaches you and says:

“Your outfit is really nice **but...**”

What do you expect to come next in this sentence? Something you want to hear?

Would you expect a different ending of the sentence if instead your friend said:

“Your outfit is really nice **and...**”



Luxury Language

Luxury language contributes to the overall experience of the guest. By replacing everyday words and phrases with luxury language, we create a nurturing environment for the guest. In the left column, you will see common words. In the right column, you will see the word translated into luxury language.

Everyday	Luxury Language
drink	beverage
problem	challenge or opportunity
smock	color/chemical/spa robe
call	contact
good idea	excellent choice
waiting area	experience center
tip	gratuinity
customer/client	guest
"I'm sorry."	"I apologize."
"You're welcome." or "No problem."	"My pleasure."
customize	personalize
book (an appointment)	reserve (an appointment)
bathroom	rest room
staff	team member
but or however	and
talk	connect
paint (nails)	polish (nails)
wash (hair)	shampoo (hair)
test (product)	experience (product)
pluck	tweeze
she, he, him, her	proper name

Do you notice a difference in how the luxury term feels to the listener? At the bottom of the table, add luxury language terms you have heard or use yourself.

front desk training: speaking the language



Luxury Language: Phrases

“Language is the dress of thought.”
- Samuel Johnson

Certain phrases engage the listener and put them at ease. A phrase such as “We’ll be happy to...” makes every guest feel cared for. On the other hand, there are phrases that are guaranteed to put the guest on the defensive. Be careful of statements that begin with phrases such as:

- “I can’t”
- “We don’t”
- “You didn’t”
- “We can’t”
- “We’re not allowed to...”
- “Unfortunately...”
- “You’ll have to...”
- “No exceptions...”
- “That’s what they told us to do...”
- “Sorry, it’s our policy. There is nothing I can do.”

Instead, use luxury language phrases to put the guest at ease and convey your concern and care.

Have to:	Happy to:
I will have to get my manager	I will be happy to get my manager.
But or however:	And:
I would like to, but I can’t.	I would like to and what I can do is...
You’ll have to...	If you would like to...
You’ll have to fill out this form.	If you would like to fill this form out...
No	What we can do...
No, Jon doesn’t have a 2:00 opening.	What we can do is reserve a 3:00 for you. Would that work?

Putting the Words and Phrases Into Action

Below you will find several common customer interactions. Read the comments shared by the customer and script a response, using the luxury language shared on pages 4 and 5.

The customer requests an appointment time that is not available:

Customer: "I would like to book an appointment with Jon on Thursday afternoon."

Your response:

The customer arrives late and you must reschedule their appointment:

Customer: "I am only a little bit late, can't you make an exception?"

Your response:

The customer would like to return a half-used bottle of product, after the return policy has expired:

Customer: "I think I am allergic to this. What do I need to do to return this for a refund?"

Your response:



Speaking the Language

Within any professional industry, there are specific terms used that are unique to the industry environment. Here you will find a glossary of common terms used in the salon and spa environment. You can test your knowledge using the Term Quiz on page 7.

book - refers to the appointment scheduling system used by the salon to reserve appointments for guests with service providers

confirmation call - refers to a phone call placed 24 – 48 hours prior to a guest's scheduled reservation as a reminder of their appointment.

cross-selling - refers to the process of offering additional services to add on to a service currently being requested.

dispensary - refers to the area in the salon where professional product including color is housed, mixed and pulled from.

experience center - term used to describe the retail area of the salon/spa

first time guest - refers to a guest that is visiting our business for the first time.

guest flow or service flow - refers to all the components that make up the complete guest experience including booking the appointment, waiting, the service, choosing products and checking out

highlight (or "foil") - refers to the process of coloring sections of the hair lighter than the guest's natural color.

huddle - refers to a team gathering focused on optimizing the sales plan for the day.

look ahead calls - refers to calls made to guest who experienced a service 4-5 weeks prior who have not yet re-booked for their next service.

lowlight - refers to the process of coloring sections of the hair darker than the guest's natural hair color

partial highlight - refers to highlighting only the top, most visible portion of the guest's hair, (typically 10 or fewer color packets).

pre-book - refers to the process of reserving an appointment for a future date for a guest, at the completion of their service

redo - refers to re-booking an appointment for a guest who was dissatisfied with their service

reservation - refers to the time set aside for the guest to receive a service in the salon or spa; often referred to as an "appointment"

return guest - refers to a guest who has visited before.

return request - refers to a guest who has visited before and is requesting a specific service provider which they have received service from previously

salon - refers to the physical area in which hair services are performed

service guarantee - refers to the re-booking of an appointment for a guest who was dissatisfied with their service; refund of a guest's service price

service menu - refers to the complete list of services offered to our guests

single process/all-over or simply "color" - refers to the process of lightening and depositing color on all the hair in a single application.

spa - refers to the physical area in which body services are performed including facials, massage, manicure and pedicure services "Experience wheel" refers to

up-selling - refers to the process of encouraging a guest to reserve a more intensive or luxurious service.

white space - refers to openings on the appointment book which are available for reservation by guests

Orientation Checklist

Guest Care Team Member: _____

Date: _____

Orientation Task	completed	
New Hire Paperwork		
Tour of the Salon/Spa	<ul style="list-style-type: none"> • walk through, as a guest (use the Guest Experience Flow) 	
Service Menu	<ul style="list-style-type: none"> • review the service menu • review service descriptions 	
Who's Who	<ul style="list-style-type: none"> • organization chart • introductions to team members • what services each provider performs 	
Scheduling	<ul style="list-style-type: none"> • review hours of operation • review schedule procedures 	
Physical Environment	<ul style="list-style-type: none"> • light switches • coffee, tea and beverages • cleaning supplies • office supplies 	
Directions	<ul style="list-style-type: none"> • physical address • directions from main thoroughfares 	
Office Equipment	<ul style="list-style-type: none"> • copiers and copy paper • fax machine • turning on computers • changing register tape, credit card tape, ink cartridges, etc. • putting paper in printer and fax machine • how to send fax 	
Phone System	<ul style="list-style-type: none"> • how to answer a call • how to check voice mail • how to access personal voice mail • how to record a greeting • important phone numbers 	
Email	<ul style="list-style-type: none"> • personal email address • how to access email • how to send email messages • email etiquette 	
General Housekeeping	<ul style="list-style-type: none"> • review opening and closing checklists • location of cleaning supplies • washer and dryer • towel procedures • cleaning of shelves 	