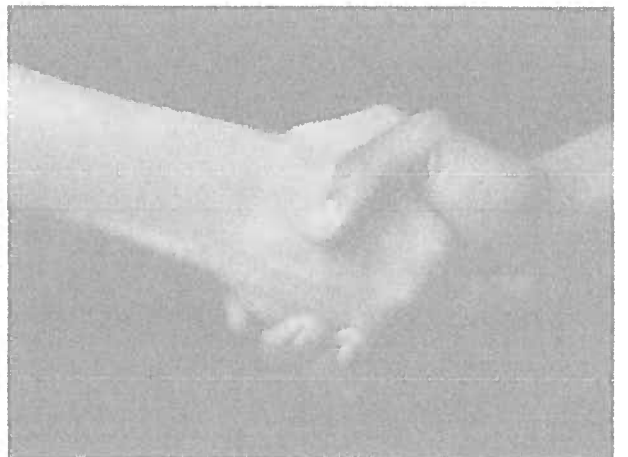




guest care track

inyu training<sup>®</sup>  
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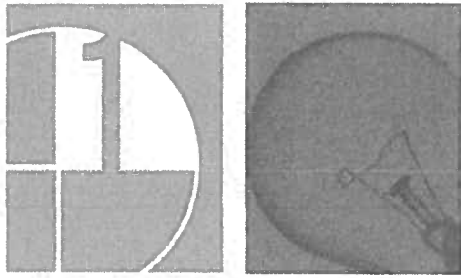
## front desk training: greetings and tours

[participant guide]

**intended outcome** This workshop is designed to share the important role that first-time guests tours play in the overall first impression. **We will explore talking points, language and the ideal flow of a tour.**

**front desk training: greetings and tours**





## What is the purpose of a tour?

Beyond the necessity of pointing out the rest room and waiting area to a guest, why is a tour important?

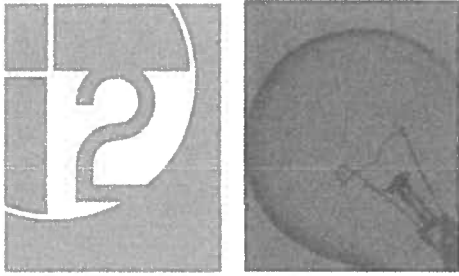
**Tours provide an opportunity to frame in the guest experience.**

A well-orchestrated tour:

- Helps the guest become comfortable in the environment
- Builds rapport and connection with the guest
- Demonstrates personalized care and attention
- Promotes additional services
- Creates a powerful brand impression

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## An Effective Tour

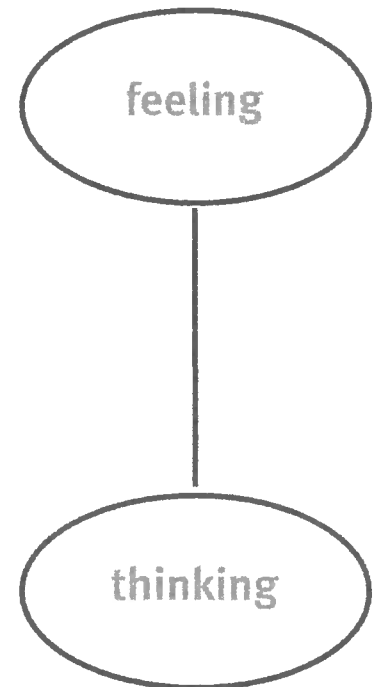
An effective tour ultimately builds a powerful brand impression. By impacting the guest on a “feeling” level and a “knowing” level, we create a deeper impression of what our brand offers.

We want the guest to feel comfortable and relaxed in our environment. There are many elements that impact the “feel” of our environment, during a tour:

- sights, smells and sounds
- degree of attention provided to the guest
- the language used
- the pace and timing of the tour
- the interaction with other team members during the tour

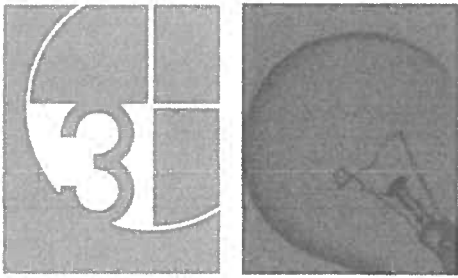
We also want the guest to know what to expect during their service. We want the guest to know about our service offerings and what makes our experience unique. There are many things a guest needs to “know” about our service experience:

- what services are offered
- where to find everything in the salon/spa (ie. changing room, rest room)
- why we offer the products we offer
- what is unique about the services we provide



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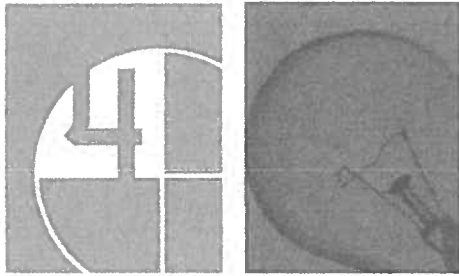
## The Talking Points

Your coach will demonstrate an effective tour. If your coach provides a script for you, bring the script along and make notes. You can also use the following sheet to make notes of key talking points in each stopping point on the tour.

Stopping Point:	Talking Points:
Greeting Area	
Changing Area	
Retail Area	
Shampoo Area	
Color Area	
Spa Area	
Waxing Area	

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## Thoughts to Consider

When delivering your talking points, think about the language used. What terms will you use to refer to the robes, slippers and changing area? Here are several examples of how you can translate everyday language to 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	gratuuity
customer/client	guest
I'm sorry	I apologize
You're welcome	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	by name
No problem.	My pleasure.

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## Getting the Paperwork Done

If there is paperwork to be completed, how will you ask the guest to complete the form?

For example:

Instead of:

“We need you to fill these forms out.”

You might say:

“If you will fill out these forms, we will be able to keep you up-to-date on our service offerings. After you complete the forms, I will be giving you a tour of our salon and spa.”

## Ending and Timing of the Tour

An effective tour is well-timed. The experience flows best when the guest completes the tour and begins their service without additional waiting time.

**Smile and have fun.**

Be authentic and enjoy the time with the guest.

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