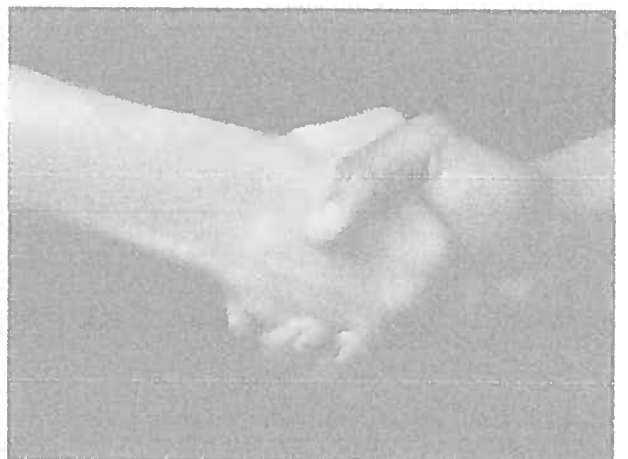




guest care track

inyu training
training for salons and spas

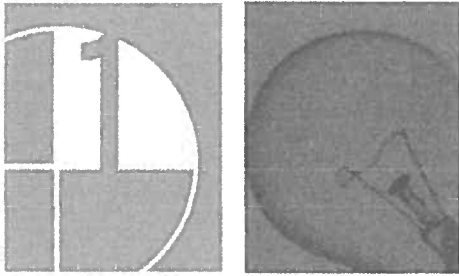


effective scripting

[participant guide]

intended outcome This workshop shares the importance of well-delivered communication to the guest. Included in this workbook are effective scripts for all elements of the guest care experience.





What's That Line Again?

The impact of your communication is determined by the words you choose and the way you animate those words through tone and body language. A great performance as a guest care team member is similar to a great performance by an actor. A great actor understands what they want to convey, takes their lines from the script given to them and makes them come alive. Take a look at some memorable movie lines below. Read the line aloud and see if you can guess the movie it comes from.

"You're gonna need a bigger boat."

"Whoever said orange was the new pink was seriously DISTURBED!"

"Do or do not... there is no try."

"Of all the gin joints in all the towns in the world, she walks into mine."

"You complete me."

"Then close your eyes and tap your heels together three times. And think to yourself, 'There's no place like home.'"

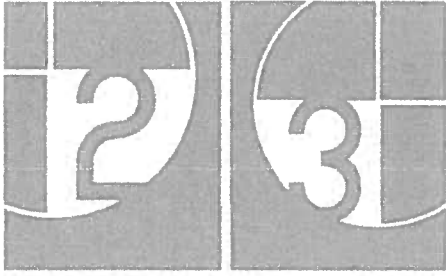
"That ain't no Etch-a-Sketch. This is one doodle that can't be undid, homeskillet."

"You're so money and you don't even know it!"

"I see you're drinking 1%. Is that 'cause you think you're fat? 'Cause you're not. You could be drinking whole if you wanted to."

"Heeeeerrrrreee's Johnny!"

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Memorable Lines You Deliver

In your role, you have many touch points with the guest throughout their experience with us. To enhance the guest's experience, we have crafted "memorable lines" you can communicate with the guest to create a sense of clarity and comfort.

The memorable lines or scripts shared in this workbook are organized around the Guest Experience flow:



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Memorable Lines You Deliver

Look Ahead Calls

“Hello, Mrs. Carter. We noticed it has been six weeks since your last hair cut, and we are looking forward to seeing you soon. We have an appointment available (1 week from today) and would love to see you. Can we schedule that now?” (Or, if leaving a message, “Please call us so that we can take care of you.”)

Booking Appointments

Requested service time is not available:

“Mrs. Carter, unfortunately, I do not have 2 pm on August 2 but I do have 2pm on August 1, would Friday work for you?”

Tip: It’s important in regards to productivity to get clients scheduled within the same week vs. jumping ahead to the next Saturday. Asking clients if morning or afternoon is better for them will help to narrow the opportunities.

Cross-sell a Cut to include Color:

“John has a color appointment available (before or following) the time of your cut appointment. Would you like me to reserve this for you?”

Cross-sell a manicure to include a pedicure:

“Have you experienced our Essential Pedicure? Susan has an opening right after your manicure, would you like me to reserve this opening for you?”

Cross-sell a cut to include a facial:

When the guest calls for a cut appointment, you notice that their last facial was 5 weeks ago.

“I see it has been 5 weeks since your facial. We have a facial appointment available right before your cut appointment. Would you like me to reserve this for you?”

Cross-sell a facial to include a massage:

“Our Serenity experience includes a massage with your facial. Would you like me to see if we have an opening for you to experience both services?”

Price Inquiries:

First determine if this is a first time client. Avoid giving the price first. Instead describe what is involved in the guest experience.

Guest: “How much is a haircut?”

Guest Care Coordinator: “I would be happy to explain our pricing to you. Have you been a guest of Bella Salon in the past?”

Guest: “No.”

Guest Care Coordinator: “All of our services include your choice of a deep conditioning or aroma scalp treatment with your stress relieving treatment. Your stylist will help you choose which is best for you during your personalized consultation. Together you will explore different styles, color and condition of your hair. Our prices begin at \$35. What day and time are best for your schedule?”

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Memorable Lines You Deliver

Service Provider is no longer working for the business:

"Mrs. Carter, Cynthia is no longer with Bella Salon and Spa. We do have an appointment on Friday with Megan. I see here that you have had an appointment with her in the past."

Tip: Be prepared as a business to answer the question of where Cynthia is now working or how they can reach her. Make sure that you express the best wishes for the former service provider. "We wish her the best in her new adventures." Never discuss reasons for departures. If the customer mentions that Cynthia was unhappy, simply reply that Bella Salon wishes her all the best.

Placing Confirmation Calls

"Hello Mrs. Carter, this is _____ from Bella Salon. I am calling to confirm your service on Wednesday at 3 pm at our East Providence location. If you need to speak with us before we see you, simply call 555-123-555."

Tip: Some guests do not want messages left detailing that they are getting color or a bikini wax. It's best to detail the day and time. If they are having multiple services, you can simply say:

"Hello Mrs. Carter, this is _____ from Bella Salon. I am calling to confirm your service on Wednesday at 3 pm at our East Providence location. We have several services scheduled and we plan to be with you till 5:30. If you need to speak with us before we see you simply call 555-123-5555."

Greeting the Guest

First-time client:

"(Greet by name) Welcome Mrs. Carter. Before you meet Allison, I would like to give you a tour of Bella. First, may I hang up your coat for you? (Ask if client would like a refreshment or to use the powder room before beginning the tour)."

Client is late:

"Welcome Mrs. Carter. (If you are aware of traffic issues or weather issues, make client feel at ease by mentioning this). The weather is just awful, we are glad you made it in safe. Thank you for coming."

If there is still time to do some of the service:

"Jane is ready for you. Given that we don't have the full time appointment time, we will need to skip your deep conditioning treatment and stress relieving treatment this time. But Heather is available to give you a hand-relieving treatment while you discuss your styling needs with Jane."

If there is someone else who can do the service:

"Mrs. Carter, I apologize but Jane's next client is here for her appointment. The good news is that Melissa had a last minute cancellation. Would you like us to schedule you with Melissa?"

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Memorable Lines You Deliver

Offering Add-on Services

Up-sell Cut to include Color:

“John has a color appointment available at the time of your cut appointment. Would you like me to reserve this for you?”

Up-sell a manicure to include a pedicure:

“Have you experienced our Essential Pedicure? Susan has an opening right after your manicure, would you like me to reserve this opening for you?”

Up-sell a cut to include a facial:

When the guest calls for a cut appointment, you notice that their last facial was 5 weeks ago.

“I see it has been 5 weeks since your facial. We have a facial appointment available right before your cut appointment. Would you like me to reserve this for you?”

Up-sell a facial to include a massage:

“Our Serenity experience includes a massage with your facial. Would you like me to see if we have an opening for you to experience both services?”

Touring and Escorting to the Changing Area

See the guide on page 10. You can also create your own stopping and talking points by completing the Guest Tour Flow Sheet from the Inyu™ Toolbox.

Offering a Beverage or Refreshment

“Mrs. Carter, may I get you a warm or cold beverage? We have bottled water, coffee, tea or juice.”

Introducing the Service Provider

“Mrs. Carter, this is Amanda. Amanda will be taking care of you today.”

or

“Mrs. Carter, this is Amanda. Amanda will be creating a relaxing experience for you today.”

Tip: Service Provider should make eye contact with the guest and extend hand for a friendly introduction.

Retrieving Products

“Mrs. Carter, these are the personalized products you experienced today that I recommend for you.”

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Memorable Lines You Deliver

Pre-Booking the Next Appointment

For example, the stylist might share with the guest the following:

“With this cut, you will find that you will want to book your next appointment in 6 weeks.”

The Guest Care team encourages the guest to book their next appointment by reinforcing the suggested booking time.

“I see that David suggested that you book 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?”

Here are some examples of client responses:

“Yes, that works fine.”

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

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

example response: “We want to make sure that you can schedule your ideal appointment time.

David’s schedule fills up quickly. Would you like to go ahead reserve an appointment? You can always change the time if you need to.”

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

Checking Out

Always comment on the clients new look. If they received a spa treatment, comment on how relaxed the client looks. Ask how they enjoyed their service.

Guest Care Coordinator: “Mrs. Jones, you look amazing! How does it feel?”

Guest: “Great, I really like it.”

Guest Care Coordinator: “I just love the richness and the movement in your style.”

Guest: “Thank you.”

Guest Care Coordinator: “I see that Paul has recommended that I schedule your next appointment within a 6-week time frame. That brings us to the week of August 17th. Would you prefer a time similar to this appointment? Would mornings, afternoons or evenings work better?”

Guest: “This time on a Wednesday is better.”

Guest Care Coordinator: “Perfect, we have a time on August 19th at 1 pm.”

Guest: “Thank you!”

Guest Care Coordinator:

- “Here are the products that Paul recommended for your home care. Would you like me to review them with you?”
- “Is there anyone that you would like to purchase a gift card for today?”
- “Is there anything else that you would like to add to your experience before I finalize your visit?”

Credit Card Declined

(Be sensitive to client and use a low voice so that client doesn’t become uncomfortable.) “Mrs. Carter, the processing system is not cooperating at this time. Would it be possible to provide us with another form of payment? I do apologize.”

guest care: effective scripting



Memorable Lines You Deliver

Placing Follow up Calls Second Day Call Backs

Answering machine:

“Hello, this message is for Jane, Jane this is Melissa from Bella Hair Salon. I’m calling to check in with you and see how you are enjoying your new (haircut/color) since your last visit! Please give us a call back at 555.123.5555, we are open till 7pm tonight and can ask for either Melissa or Pam. Thank you so much, and we hope to talk to you soon!”

Live client:

“Hello, this is Melissa from Bella Hair Salon calling; may I speak to Jane please?” (“This is Jane...”).
Hello Jane, this is Melissa from Bella Hair Salon. I’m calling to check in with you and see how you are enjoying your new (haircut/color) since your last visit! (Engage customer in a deeper conversation). Are you having any challenges with your hair?

This would be the time to suggest a next appointment if the client currently doesn’t have one scheduled.

Additional scripting ideas can be found in the Inyu™ Toolbox, “Guest Care Team Scripts” document.

guest care: effective scripting

Touring and Escorting to the Changing Area

Stopping Point Examples:	Questions to help you identify your Talking Points:
<p>Greeting Area “Would you care for a cup of comforting tea to enjoy during your tour?”</p>	<ul style="list-style-type: none"> • What is unique about this area that creates comfort to the guest? • What does the guest need to know about check-in and check-out?
<p>Changing Area “Here you will find organic terry robes and flip-flops for your comfort. Feel free to place your purse and clothing in the locker. Then, you can slip the key ring on your wrist and take it with you.”</p>	<ul style="list-style-type: none"> • What is unique about this area that creates comfort for the guest? • What does the guest need to know about how to check their clothing or belongings? • What have guests asked you that could be anticipated with a talking point?
<p>Retail Area “Here you will experience Aveda products, which are naturally derived. You can choose to experience a complimentary hand massage, sensory journey and finishing (make-up) touch. This is Susan, our Lifestylist, she will be helping you choose your take-home products today.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that adds to the guest experience? • What does the guest need to be aware of that is offered as a value-add?
<p>Shampoo Area “Here you will experience our amazing shampoos. The shampoo bowls are designed to comfort your neck while you enjoy your treatment. We offer personalized conditioning treatments which can be added on to enhance your treatment.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that creates comfort for the guest? • What have guests asked you that could be anticipated with a talking point?
<p>Manicure Area “We offer an amazing Rejuvenation Manicure and Pedicure. The service includes a salt glow and foot massage with rose petals. Our guests love it.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that creates comfort for the guest? • What are your most popular services with your guests?
<p>Color Area “I know that you are scheduled for a cut today. Our color team is available to explore any color accents that you maybe curious about trying.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that creates comfort for the guest? • What have guests asked you that could be anticipated with a talking point?
<p>Spa Area “The sauna and steam room are available for you to enjoy, after your service. Let me show you how to adjust the temperature.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that creates comfort for the guest? • What have guests asked you that could be anticipated with a talking point?
<p>Waxing Area “We offer a variety of waxing services which are very popular during the swimsuit season.”</p>	<ul style="list-style-type: none"> • What is unique about this area and what do you offer that creates comfort for the guest? • What have guests asked you that could be anticipated with a talking point?

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