The Concierge Script — In the Salon

The ROP Platinum Membership · At the door, at the chair, at checkout

> ***The spirit of it:*** *you are the warmest moment of their visit — and this is a thank-you, not a sale. One gentle mention at arrival, the page at checkout, never pressure. The printed page does the selling; you do the welcoming.*

THE OFFER IN ONE BREATH — KNOW THIS COLD

"It's normally $59 a month — but before October 15 it's **$39, locked for as long as you stay a member**: **10% off every service, always**, a **Signature Blowout every month** — yours or gift it to anyone — a **LUX indulgence every month**, and **Platinum perks all year long**. After October 15 it's $59, and the founding price never comes back."

SCENARIO 1 · ARRIVAL — PLANTING THE SEED (FOUNDING-LIST GUEST CHECKS IN)

AT THE DOOR, WITH THEIR COFFEE

"Welcome in, [name] — [stylist] is ready for you. And before I forget: Robert put together a founding list of our most loyal guests ahead of some exciting news, and **you're on it**. I'll have something special for you at checkout — remind me if I forget!"

That's it. No details at the door — curiosity does the work all through their visit.

SCENARIO 2 · MID-VISIT — THE PAGE ARRIVES AT THE CHAIR

WHEN THE STYLIST SIGNALS (OR THE DAILY REPORT FLAGS THEM)

Print their page from Guest Lookup, walk it over or hold it at the desk: "Here's the page [stylist] mentioned — it has your name on it, and it's your real numbers, not an example. Take your time with it; I'm right here if you have questions."

SCENARIO 3 · CHECKOUT — THE MAIN MOMENT (FULL SCRIPT)

1 · OPEN WARMLY

"How was everything today? … Wonderful. Before we settle up — **this is for you.**" *(hand them their page)*

2 · FRAME IT AS THE THANK-YOU IT IS

"You're one of the guests who make this place what it is. Before the prices change, Robert set this aside for you — your founding invitation to the Platinum Membership."

3 · WALK THE PAGE — THREE LINES, TEN SECONDS EACH

"This top line is your actual year with us. This one is what September 21 would have cost you. And **this** line is your year as a member — ten percent off always, a Signature Blowout every month that you can gift to anyone, a LUX indulgence every month, and Platinum perks all year."

4 · THE ONE-MINUTE CLOSE

"It's $39 a month — normally $59 — and it stays $39 for as long as you're a member. Joining takes one minute right now; I just need the card you'd like on file. **Would you like to be a Founding Platinum Member?**"

5 · IF YES

"Congratulations — welcome to Platinum!" *Ring it with the seller's name (whoever had the conversation), card on file, and book their first member blowout before they leave: "Let's put your first blowout on the calendar — Mondays and Tuesdays are lovely and quiet."*

SCENARIO 4 · CHECKOUT — THEY HESITATE

ZERO PRESSURE, DOOR LEFT OPEN

"Take it home — it's yours. There's truly no rush; the only date that matters is **October 15** — after that the $39 is gone for good. I'll keep your page right here at the desk." *(Log it: outcome = thinking. One warm follow-up before Oct 15 — never more.)*

SCENARIO 5 · CHECKOUT — THE STYLIST ALREADY GOT A YES

MAKE IT OFFICIAL, MAKE IT FESTIVE

"[Stylist] told me the good news — I'm so glad! Let's make it official; one minute, I promise. … Welcome to Platinum, [name]." *(Ring it with the STYLIST's name as seller — credit goes to whoever had the conversation.)*

SCENARIO 6 · WALK-IN ASKS ABOUT THE PRICE INCREASE

HONEST, CALM, THEN THE SHIELD

"Yes — on September 21 our prices catch up for the first time in almost three years. And before anything changes, we're protecting our loyal guests first — that's what the Platinum Membership is for. Are you a regular with us? Let me pull up your page — it takes ten seconds and it shows exactly what it means for you."

SCENARIO 7 · RETAIL OR GIFT-CARD BUYER AT THE DESK

ONLY IF THE MOMENT IS WARM

"You know what you'd love, since you're such a gift-giver? Our new membership's blowout is giftable — every month, someone you love gets beautiful. Want me to show you your page while I wrap this?"

QUICK ANSWERS AT THE DESK

"Can you keep me at the old price?"	"Our pricing is one menu, set for the whole salon — nobody adjusts it chair by chair, and that's what keeps it fair. And honestly? Your member line does better than the old price. Look at your page."
"Why would I pay to save money?"	"Every month: a blowout worth $75 and a LUX service, plus 10% off all services — and Platinum perks landing all year. Most months that's two or three times the $39 back."
"I'm away all summer — can I pause it?"	"The founding $39 runs year-round — that's part of why it's $39. What snowbirds love: the monthly blowout is giftable, so it can go to a friend or daughter here while you're north. And if you'd rather wait, the membership is open to everyone after October 15 at the standard $59 — but the founding price won't be there. Only now has that."
Genuinely upset	Don't defend, don't explain twice. "I hear you — let me get [manager]; I want you taken care of properly." Warmly, right away.

HOUSE RULES — EVERY CONVERSATION, EVERY TIME

- **Log every conversation** in the Daily Report — method, who spoke, outcome. **Credit goes to whoever has the conversation** — every enrollment rung with the seller's name.
- **Never promise a specific perk** — "perks are announced as they release; that's the fun of being Platinum."
- **Never quote another guest's numbers.** Their page is theirs alone.
- **No pausing at $39 · one menu for everyone (pricing is set salon-wide)** — hardship situations go to leadership, quietly and kindly.
- **Book the first blowout at enrollment** — steer toward Mon–Thu, never make it a barrier.

Where everything lives: ROP Hub → ✦ **The ROP Platinum Membership** (your normal login). **Daily Report** = who's coming in + the log · **Guest Lookup** = print any page · **Scripts** = every objection · ? **Help**.