The Concierge Script — On the Phone

The ROP Platinum Membership · Outgoing invitations & incoming calls

> ***The spirit of every call:*** *you are inviting our best guests to something Robert set aside just for them, weeks before anyone else hears about it. Warm, unhurried, smiling — they can hear it. One invitation, never pressure. If they hesitate: "no rush at all — I'll have your page waiting at the desk."*

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."

OUTGOING CALLS — THE FOUNDING INVITATION (FROM THE DAILY REPORT HIT LIST)

Work from the Daily Report: it shows who's coming in, their numbers, and their page. Call ahead of their visit so the conversation at the desk is already warm. Log every call — method, who spoke, outcome.

1 · THE OPENING (PERMISSION FIRST)

"Hi [name], it's [you] at Robert of Philadelphia — how are you? I'm calling with something nice for a change — do you have two quick minutes?"

2 · THE WHY (ONE SENTENCE, NO DRAMA)

"On September 21 our prices are catching up for the first time in almost three years — and before anything changes, we're calling our favorite guests first — Robert set something special aside for you."

3 · THE INVITATION

"You're on the founding list for our new **Platinum Membership**. [One-breath offer above.] We've actually printed a page with your name on it — it shows your real numbers, what the adjustment would have cost you, and what it looks like as a member instead."

4 · THE CLOSE (TIE IT TO THEIR VISIT — NEVER TO A DECISION)

"You're in with [stylist] on [day] — I'll have your page waiting at the desk. Take a look while you're here; it takes one minute to join if you love it. Sound good?"

VOICEMAIL VERSION (15 SECONDS, WARM)

"Hi [name], it's [you] at Robert of Philadelphia — nothing's wrong, I promise! I have something lovely to share with you before your next visit — you're on a founding list Robert put together for our best guests. I'll have everything waiting at the desk, or call me back at [number]. See you soon!"

INCOMING CALLS — WEAVE IT IN NATURALLY

Guest calls to book (and they're on the founding list)	"Perfect, you're all set with [stylist] on [day]. And [name] — while I have you: you're on our founding invitation list for the new Platinum Membership. I'll have your personal page waiting when you come in — it's a really lovely thank-you, and I think you'll be glad you looked."
"I heard your prices are going up?"	"Yes — on September 21, our first real adjustment in almost three years. And before it happens, we're protecting our year-round guests first: that's what the Platinum Membership is for. Are you free for two minutes? I can tell you exactly what it means for you."
"What's this Platinum thing I heard about?"	[One-breath offer.] "And because you're one of our regular guests, you'd get the founding $39 — that price closes October 15 and never comes back. Want me to have your page ready at your next visit — or I can go through your numbers right now?"
Guest calls to cancel/push an appointment	Rebook first, always. Then, only if the moment is warm: "And when you're in, ask me for your Platinum page — it's a thank-you we've been holding for you."

WHEN THEY PUSH BACK — ACKNOWLEDGE · ONE-SENTENCE WHY · RIGHT OPTION · DIGNITY

"That's a lot more than I expected."	"I completely understand — it's an adjustment. We held off almost three years. That's exactly why Robert built the membership — your page shows what it does for your exact visits. Can I have it ready for you?"
"I've been loyal for years — why should I pay more?"	"That's exactly why you're on the founding list — $39 locked for as long as you stay, your color at today's price, gifts every month, and Platinum perks all year. This exists for you."
"Can you just keep me at the old price?"	"Our pricing is one menu, set for the whole salon — none of us adjusts it chair by chair, and that's what keeps it fair. And honestly? The membership does better than the old price for most of our regulars. Let me show you your numbers."
"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."
"Let me think about it."	"Of course — no rush at all. The only date that matters is October 15; after that the $39 is gone for good. Your page will be at the desk whenever you're ready." *(Log it: outcome = thinking. One warm follow-up before Oct 15 — never more.)*
"Why wasn't my friend invited?"	"The founding group is our year-round regulars — but have her call me; I'd love to see what we can do for her."
Genuinely upset	Don't defend, don't explain twice. "I hear you, and I want you to talk with someone who can really take care of you." → Manager, warmly, same call if possible.

HOUSE RULES — EVERY CALL, EVERY TIME

- **Log every contact** in the Daily Report — method, who spoke, outcome (yes / thinking / follow-up / no). **Credit goes to whoever has the conversation.**
- **One invitation per guest, ever, by phone.** A "thinking" gets ONE warm follow-up before October 15 — never more.
- **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 — no one prices chair by chair)** — hardship situations go to leadership, quietly and kindly.
- **Enrollment happens in person at the desk** — one minute, card on file. The phone call's only job is a warm hello and a page waiting.