ROBERT OF PHILADELPHIA · LEADERS ONLY · MARINA + LEXI + ROB

🎯 Concierge Zoom — Leader Outline

Monday, September 14 · 3:00 PM · ~30 minutes of message + practice · Goal: grounded, confident, MOVED — clear on how we communicate, how we invite, how we close

Before the call: everyone joins with the membership site open (rop-founders.netlify.app), **#pricing bookmarked**, and the printed Desk Playbook in hand. Leaders: have the scoreboard ready to share — **Bayfront 6 · Promenade 2 · Village 1** — and the weekend stories: Linda Boggs & Dawn Keller (Promenade), Catherine Lane (Village).

0:00–4:00 · THE OPENING — WHY WE'RE HERE

ROB

- Celebrate first: *"We have 9 Founding Platinum members — and as of this weekend, ALL THREE salons are on the board. The letter is in every guest's inbox. The cards are printed. This thing is real, and YOU are the ones who make it real for guests."*
- The frame: *"You are not selling. You are handing our most loyal guests a thank-you that saves them real money. When you believe that, every conversation gets easy."*
- The stakes, honestly: Oct 15 the founding price closes. *"Every loyal guest who misses it because we were shy will wish we hadn't been."*

4:00–11:00 · HOW WE COMMUNICATE — CALM IS A SKILL

MARINA

- The playbook, out loud — the 4 moves: **hear them out → exact number (#pricing, never a range) → one sentence why → protect the booked visit** (Sept/Oct bookings keep their quoted price).
- Teach from last week's real call (no blame — it was handled with warmth): what changes the outcome is the **booked-visit save said early**, and **never offering the membership to an upset guest** — to an upset ear, "$39/month + 10%" sounds like paying more to be charged less.
- The level system, said proudly: *"Nobody should ever have to leave ROP over price."* Practice saying it without apology.

11:00–18:00 · HOW WE START — THE INVITATION

LEXI

- Where the names come from: the gold **WHO TO INVITE** button — each stylist's list, vetted every morning WITH the stylist. Nobody gets approached without their stylist's OK.
- The arrival seed: *"Before I forget — Robert put together a founding list of our most loyal guests, and you're on it. I'll have something special for you at checkout!"* No details at the door — curiosity does the work.
- The moment that sells: **the printed page**. Her name, her real numbers. *"This was prepared for you."* Then be quiet and let her read.
- What the 9 sales have in common (Brenda's way): warmth, zero pressure, the page did the talking, and the ask was simple.

18:00–26:00 · HOW WE CLOSE — LIVE PRACTICE, LEADER-LED

LEXI + MARINA run it · everyone participates

- **The clean close** (practice the exact words): *"It's $39, normally $59 — and it stays $39 for as long as you're a member. Joining takes one minute; I just need the card you'd like on file. Would you like to be a Founding Platinum Member?"* Then book the first blowout before she leaves.
- **"Let me think about it":** *"Of course — take your page home; it's yours. The only date that matters is October 15 — after that the $39 is gone for good."* Log it; ONE warm follow-up before Oct 15, never more.
- **The stylist already got a yes:** make it official in one minute — and ring it under the STYLIST's name.

- **Price-upset guest** (situational): playbook order → level system → and the leader-approved back pocket: **gift a first visit with a lower-level stylist** — *"the visit's on us; if you love them, you've found your stylist at a lower price — and whatever you decide is fine."*
- Run 2–3 rapid rounds: leader plays the guest, calls on people. Comfortable beats perfect.

26:00–30:00 · THE CLOSE — MOVED, TOUCHED, INSPIRED

ROB

- *"My mother and father opened the first ROP salon in 1980 on one idea: take extraordinary care of people. This membership is that idea with a bow on it — and you are the ones who get to hand it to people."*
- The ask, concrete: **one genuine invitation per concierge per day** between now and October 15. That alone reaches every candidate.
- Last line: *"Nobody is ever criticized for doing too much for a guest. Go be generous. Thank you for being the heart of this."*

Leave-behinds after the call: the Desk Playbook PDF link, the #pricing shortcut, and tomorrow's daily candidate lists. Attendance is credited (1 hr Staff Meeting).