📞 Desk Playbook — Pricing Calls & Inquiries

Exact numbers + the right order = guests who stay

🔗 YOUR SHORTCUT — BOOKMARK IT

rop-founders.netlify.app/#pricing

Opens the New Pricing page directly: type any service, filter by stylist level — today's price → the September 21 price → the member price. Never guess, never give ranges ("$12–$25" gets heard as $25). Look it up and say the real number: "Your haircut goes from $127 to $142 — that's $15." Exact numbers calm people down.

🚦 SAY THIS EARLY — IT SAVES APPOINTMENTS

> *"Your appointment is already booked — it's honored at the price you were quoted. Nothing changes for that visit."*

Applies to guests calling about appointments already on the books for SEPTEMBER or OCTOBER. For you, not for announcing: the honor covers appointments booked through October 31. Guests who pre-book the whole year — later visits are at the new pricing like everyone else's. If a year-out guest was personally quoted a number and pushes back, don't argue at the desk — do-the-right-thing discretion on her next visit, or flag leadership. Never promise year-long price protection.

🚫 **The big one — never offer the membership to an upset guest.** To a happy guest, Platinum is a beautiful thank-you. To an upset guest, "$39 a month and 10% off" sounds like "pay us more every month to be charged less" — it makes things worse every time. The membership is an invitation for delighted, loyal guests, offered with their printed page in a warm moment — never as a rescue in a complaint call. If a guest is unhappy about pricing, the membership does not come up.

📞 THE ORDER — ON THE PHONE OR AT THE DESK

1. **Hear them out.** "I completely understand — thank you for calling us about it."
2. **Exact number** from the pricing page — theirs, not a range.
3. **One sentence why:** "It's our first real adjustment in almost 3 years — we held on as long as we could." *(Never apologize.)*
4. **Protect the booked visit** (September/October bookings): already booked = quoted price honored.
5. **If the number is truly the issue — offer the level system, proudly:** "You're with one of our highest-level stylists — that's part of that price. We have wonderful stylists at other levels where a haircut is actually less than you're paying today. Same salon, same experience, a price that fits." *(Look up the real level prices while you say it.)* This isn't a downgrade — nobody should ever have to leave ROP over price.
6. 🎁 **The back pocket — for a truly loyal guest who's still hesitant (after step 5, not before):** "Tell you what — I'd love for you to try [stylist] as our gift. The visit's on us, a thank-you for your years with us. If you love them — wonderful, you've found your stylist at a lower price. And whatever you decide is fine."
   The rules that keep it a gift: long-tenure guests you'd genuinely hate to lose · offered once, after the level conversation · rung on the ticket AS a gift · logged so leadership sees it. One gifted visit costs less than one month of a lost guest — and nobody is ever criticized for doing too much for a guest.

> *You are the calm in these conversations. Facts + warmth + the right order = guests who stay.* 💛