The Associate's Part

You don't sell anything — you ARE the experience. Practice out loud until it sounds like you.

> **How this works:** pair up — one of you is the GUEST. Read it as written, switch roles, read again. Then say it in your own words. You never discuss prices in detail and you never sell the membership — your two moves are **warmth** and **the hand-off**.

SCENARIO 1 · AT THE SHAMPOO BOWL — "SO PRICES ARE GOING UP?"

A regular guest, relaxed, curious — not upset.

GUEST: "I heard prices are going up?"

ASSOCIATE: "Yes — on September 21. It's our first real adjustment in almost 3 years; we held on as long as we could. Your stylist can tell you the whole story — and for our regulars, there's something really special waiting at the desk."

GUEST: "Something special?"

ASSOCIATE: "I'll let them show you — it's worth asking about, I promise. Now lean back, this is the best part of your day."

SCENARIO 2 · "WHAT'S THIS PLATINUM THING I HEARD ABOUT?"

The guest heard another guest mention it. You don't explain the offer — it's an invitation, and it isn't yours to extend.

GUEST: "My friend said something about a Platinum membership?"

ASSOCIATE: "It's an invitation we make to our most loyal guests — and the desk has a page with your own numbers on it. Ask them when you check out; if it's for you, they'll take beautiful care of you."

SCENARIO 3 · THE GIFTED BLOWOUT — SOMEONE'S GIFT ARRIVES IN YOUR CHAIR

A member gave her monthly blowout to her daughter. This visit decides what that gift felt like.

ASSOCIATE: "You must be Emily — your mom gave you her blowout this month, and we've been looking forward to you. You get the full experience — the wash, the massage, all of it. Thirty minutes that are completely yours."

COACH'S NOTE: greet by name, start on time, never rush. A gifted guest today is a new guest tomorrow.

SCENARIO 4 · A GUEST GRUMBLES ABOUT THE INCREASE WHILE WAITING

Practice empathy with zero apologizing and zero debating.

GUEST: "Everything's going up. Even here now."

ASSOCIATE: "I hear you — everything really has. Here's what I can tell you: we held our prices for almost 3 years, and everything Robert is putting into this place goes right back into what you feel when you're here. Can I get you a coffee or a water while you wait?"

Coach's questions after each round: Did it sound warm — or defensive? Did the associate keep it to two sentences and hand off? Did they NEVER quote prices or membership details? Did the guest leave the exchange feeling better than she entered it? **Then run it again — same scenario, your own words.**