Role-Play — In-Salon Desk

How to use: read each mini-script out loud with a partner a couple of times, then say it in your own words. One page — pin it at your station.

1 · ARRIVAL — PLANT THE SEED

CONCIERGE "Welcome in, [name]! 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!"

No details at the door — curiosity does the work.

2 · CHECKOUT — THE MAIN MOMENT

CONCIERGE "How was everything today? … Before we settle up — this is for you." *(hand the page)* "You're one of our founding guests. Robert set something special aside for you before the prices change."

GUEST "What am I looking at?"

CONCIERGE "Three lines: your actual year with us · what September 21 would have cost you · and your year as a member — 10% off all services, a Signature Blowout every month you can gift, a LUX indulgence, perks all year."

GUEST "And it's $39?"

CONCIERGE "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?"

GUEST "Yes — let's do it."

CONCIERGE "Welcome to Platinum! Let's book your first blowout before you go — Mondays and Tuesdays are lovely and quiet."

3 · "LET ME THINK ABOUT IT"

GUEST "This looks nice, but I want to think about it."

CONCIERGE "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. I'll keep a copy right here."

Log it: outcome = thinking. ONE warm follow-up before Oct 15 — never more.

4 · THE STYLIST ALREADY GOT A YES

CONCIERGE "[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 — credit goes to whoever had the conversation.

5 · WALK-IN ASKS ABOUT THE INCREASE

GUEST "I heard your prices are going up?"

CONCIERGE "Yes — September 21, our first real adjustment in almost 3 years. And we're taking care of our loyal guests first — that's what Platinum is for. Let me pull up your page; it takes ten seconds."

Log every conversation · never promise a specific perk · never quote another guest's numbers · no pausing at $39 · book the first blowout at enrollment (Mon–Thu).