Role-Play — Stylists & Associates

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 · THE THANK-YOU

STYLIST "Before you go — I want to tell you something. You're one of my special guests. You've always supported us, and that means a lot to me. On September 21 our prices go up — first time in almost 3 years. But Robert set something special aside for guests like you first: you're on the founding list for our Platinum Membership. Want me to tell you about it?"

GUEST "Sure..."

STYLIST "$39 a month — normally $59 — locked for as long as you stay. 10% off all services, always. A Signature Blowout every month, yours or gift it. A LUX indulgence every month. And Platinum perks all year."

GUEST "That sounds pretty good."

STYLIST "The desk has a page with your name on it — your real numbers. Can I have them print it while we finish up?"

2 · PRICE SHOCK

GUEST "That's... a lot more than I expected."

STYLIST "I completely understand — it's an adjustment. We held our prices almost 3 years while everything else went up. That's exactly why the membership exists — 10% off all services holds you right near today's prices."

GUEST "What does it cost?"

STYLIST "$39 a month for founding guests — and every month a $75 blowout and a LUX service come back to you. Let me have the desk print your page."

3 · "WHY WOULD I PAY TO SAVE MONEY?"

GUEST "I pay you $39 a month... to save money?"

STYLIST "Fair question. Every month: a blowout worth $75, a LUX service, and 10% off all your services. Most months that's 2–3× the $39 back."

GUEST "What's the catch?"

STYLIST "The calendar — the $39 closes October 15 and never comes back. No contract, cancel anytime."

4 · "KEEP ME AT THE OLD PRICE?"

GUEST "I've been coming for years. Can't you keep me at the old price?"

STYLIST "I understand why you'd ask — and I'll be straight with you: our prices are one menu for the whole salon, the same for everybody. But that's exactly why you're on the founding list. The membership IS the loyalty price — $39 locked in, 10% off all services, and gifts every month."

5 · THE SNOWBIRD

GUEST "I'm gone all summer — can I pause it?"

STYLIST "The founding $39 runs year-round — that's part of why it's $39. And your monthly blowout is giftable, so it can go to someone you love while you're north. If you'd rather wait, the membership opens to everyone after October 15 at $59 — without the founding price."

Never apologize · why in one sentence · offer the page · one menu for everyone · hard conversations go to a manager. Every enrollment rung with YOUR name.