The Role-Play Scripts

The ROP Platinum Membership · Read them out loud, back and forth, until it feels like you

How this works: pair up. One of you is the GUEST, one is the STYLIST or CONCIERGE. Read the script back and forth, out loud, exactly as written — then switch roles and read it again. **Read it through a couple of times first; after that, put it in your own words.** The script is the base — your warmth is the point. Nobody is graded on memorizing; you're practicing until the verbiage feels natural coming out of YOUR mouth.

SCENARIO 1 · STYLIST × GUEST — THE THANK-YOU (THE SMOOTH ONE)

In the chair, finishing the blow-dry. A regular guest, in most months of the year.

STYLIST: "Before you go — I want to tell you something. You're one of my special guests. You've been with me all year, and you've always supported us. That means a lot to me."

GUEST: "Oh? What do you mean?"

STYLIST: "On September 21 our prices go up — the first time in almost three years. But Robert set something special aside for guests like you first. You're on the founding list for our new Platinum Membership. Want me to tell you about it?"

GUEST: "Sure..."

STYLIST: "It's $39 a month — normally $59 — locked in for as long as you stay. Ten percent off all services, always, so your color stays right at today's price. A Signature Blowout every month — yours, or gift it to anyone you love. A LUX indulgence every month. And Platinum perks all year — birthday surprises, special events, early access."

GUEST: "That actually sounds pretty good."

STYLIST: "The front desk has a page with your name on it — your actual numbers, what this saves *you*. Can I have them print it while we finish up?"

GUEST: "Okay — I'll look at it on my way out."

SCENARIO 2 · STYLIST × GUEST — PRICE SHOCK

Guest heard the new prices. She's not angry — she's startled. Practice staying calm and NOT apologizing.

GUEST: "I saw the new prices. That's... a lot more than I expected, honestly."

STYLIST: "I completely understand — it's an adjustment. Can I tell you the honest story in one sentence?"

GUEST: "Go ahead."

STYLIST: "We held our prices for almost three years while everything else went up — this is the catch-up, not a jump ahead. And it's exactly why the membership exists: for our regulars, ten percent off all services basically holds you at today's prices."

GUEST: "Hmm. What does it cost?"

STYLIST: "Thirty-nine a month for our founding guests — and every month you get a blowout worth seventy-five dollars and a LUX service back. Let me have the desk print your page — it's your real numbers, and I'd rather show you than tell you."

GUEST: "Alright — I'd like to see that."

SCENARIO 3 · STYLIST × GUEST — "WHY WOULD I PAY TO SAVE MONEY?"

The skeptic. Friendly but sharp. Practice answering without getting defensive.

GUEST: "So let me get this straight — I pay you $39 a month... to save money? That sounds backwards."

STYLIST: "Fair question — I'd ask the same thing. Here's the math: every month you get a blowout worth $75 and a LUX service, plus ten percent off all your services here. Most months that's two or three times the $39 back before we even count the discount."

GUEST: "And what's the catch?"

STYLIST: "The only catch is the calendar — the $39 founding price closes October 15 and never comes back. After that it's $59. No contract, cancel anytime — but as long as you stay, $39 is yours."

GUEST: "Huh. Show me that page thing."

SCENARIO 4 · STYLIST × GUEST — "I'VE BEEN LOYAL FOR YEARS… KEEP ME AT THE OLD PRICE?"

The hardest one, from someone you love. Practice the one-menu truth WITH warmth — full dignity.

GUEST: "I've been coming to you for eight years. Can't you just… keep me at the old price? Just for me?"

STYLIST: "Eight years — and I love that it's been with me. I understand why you'd ask, and I'll be straight with you: our pricing is one menu, set for the whole salon. None of us adjusts it chair by chair — that's what keeps it fair to every guest, including you."

GUEST: "So loyalty means nothing?"

STYLIST: "It means everything — that's exactly why you're on the founding list. The Platinum Membership is only being offered to guests like you right now: $39 locked for as long as you stay, ten percent off always — which holds your color at today's price — a blowout every month, a LUX service, perks all year. That IS the loyalty price. It's just fair to everyone who earned it."

GUEST: "…Okay. That does feel different."

STYLIST: "I want you to have everything you need to choose what works for you — no pressure from me, ever. Your page is at the desk."

SCENARIO 5 · CONCIERGE × GUEST — CHECKOUT, THE PAGE IN HAND

At the desk, guest checking out. Her printed page is ready. Practice walking the three lines, then the one-minute close.

CONCIERGE: "How was everything today?"

GUEST: "Wonderful, as always."

CONCIERGE: "I'm so glad. Before we settle up — this is for you." *(hands 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. This is your actual year with us. This is what September 21 would have cost you. And this line is your year as a Platinum Member — ten percent off always, a Signature Blowout every month you can gift to anyone, a LUX indulgence every month, and perks all year."

GUEST: "And it's $39?"

CONCIERGE: "Thirty-nine, normally fifty-nine — and it stays $39 for as long as you're a member. Joining takes one minute right now; I just need the card you'd like on file. Would you like to be a Founding Platinum Member?"

GUEST: "You know what — yes. Let's do it."

CONCIERGE: "Welcome to Platinum! Let's put your first blowout on the calendar before you go — Mondays and Tuesdays are lovely and quiet."

SCENARIO 6 · CONCIERGE × GUEST — CHECKOUT, "LET ME THINK ABOUT IT"

Same moment, softer landing. Practice zero pressure — and logging the outcome.

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

CONCIERGE: "Of course — take your page home; it's yours. There's truly no rush. The only date that matters is October 15 — after that the $39 is gone for good."

GUEST: "And if I decide next month?"

CONCIERGE: "If it's before October 15, you're a Founding Member at $39. After that it's $59 and a waitlist. I'll keep a copy of your page right here at the desk either way."

GUEST: "Perfect. Thank you for not pushing."

CONCIERGE: "Never. That's not how we do anything here." *(After she leaves: log it — outcome "thinking," one warm follow-up before Oct 15.)*

SCENARIO 7 · CONCIERGE × GUEST — THE OUTGOING PHONE INVITATION

Phone call from the Daily Report list, a day or two before her appointment. Practice permission, warmth, and closing to the VISIT, not the decision.

CONCIERGE: "Hi Susan, it's Emily at Robert of Philadelphia — how are you? I'm calling with something nice for a change — do you have two quick minutes?"

GUEST: "Oh — sure, what's going on?"

CONCIERGE: "On September 21 our prices go up — the first time in almost three years. Before anything changes, we're calling our favorite guests first. Robert set something special aside for you."

GUEST: "Okay…?"

CONCIERGE: "You're on the founding list for our new Platinum Membership — $39 a month instead of $59, locked for as long as you stay. Ten percent off all services, a Signature Blowout every month you can gift to anyone, a LUX indulgence every month, and Platinum perks all year."

GUEST: "That sounds interesting, but I'm about to run into a meeting."

CONCIERGE: "Then I'll keep it simple — you're in with Dilma on Thursday. I'll have your personal page waiting at the desk; it shows your real numbers. Take a look while you're here — it takes one minute to join if you love it. Sound good?"

GUEST: "Sounds good. See you Thursday."

SCENARIO 8 · STYLIST × GUEST — THE SNOWBIRD

She leaves in May, back in November. Practice the honest no-pause answer WITHOUT losing the warmth.

GUEST: "I'm gone all summer though. Can I pause it while I'm away?"

STYLIST: "Honest answer: the founding $39 runs year-round — that's part of why it's $39. But here's what our snowbirds love: your monthly blowout is giftable. While you're north, it can go to your daughter, your friend, your neighbor — every single month."

GUEST: "So I'd pay for months I'm not even here."

STYLIST: "You'd hold the founding price for as long as you're a member, and your gift keeps landing here while you're gone. And if you'd rather wait, the membership opens to everyone after October 15 at $59 — I just didn't want you to miss the founding price without knowing."

GUEST: "Let me see my page and I'll decide."

STYLIST: "Done — it'll be at the desk when you check out."

Coach's questions after each round — managers, ask these out loud: Did they acknowledge the feeling before explaining? · Did the "why" stay to one or two sentences — or did it become a defense? · Did they offer a real option (the page, the membership, the level system) — never a chair-by-chair price? · Did they protect the guest's dignity and leave the choice with her? · Did it sound like THEM — or like reading?

Then run it again — same scenario, own words. The reps are the point: comfortable beats perfect.