The Stylist Script Sheet

The ROP Platinum Membership · How to talk about it, in your own voice

> ***Before anything else:*** *you did nothing wrong, and you are not selling. Prices stood still for almost three years while every cost didn't — the business is correcting course, and this membership is how we protect the guests who love us before anything changes. You are handing someone a thank-you. That's the whole spirit of it.*

THE OFFER IN ONE BREATH — KNOW THIS COLD

"It's normally $59 a month — but before October 15 it's **$39, locked in for as long as you stay a member**. You get **10% off every service, always**, a **Signature Blowout every month** — yours, or gift it to anyone — a **LUX indulgence every month**, and **Platinum perks all year long**: birthday surprises, special events, early access. After October 15, the $39 is gone for good."

HOW TO BRING IT UP — PICK THE OPENER THAT SOUNDS LIKE YOU

These aren't lines to memorize — they're doors to open. Say it the way you'd say it. Warm, unhurried, from the heart. One mention per visit, never more.

1 · THE THANK-YOU (BEST FOR YOUR REGULARS, IN THE CHAIR)

"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. 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 Platinum Membership. Want me to tell you about it?"

2 · THE INSIDE NEWS (FOR GUESTS WHO LOVE BEING FIRST)

"Can I share a little inside news before it goes public? We're launching something called the ROP Platinum Membership — and right now there's a founding price that will never be offered again. You're exactly the kind of guest it was made for."

3 · THE BLOWOUT ANGLE (FOR GUESTS WHO ALREADY LOVE BLOWOUTS)

"You know how good you feel walking out of here after a blowout? There's a new membership where you get one every single month — the massage at the bowl, the whole experience — on us. Plus ten percent off all your services here, always. And right now it's $39 instead of $59, locked in for as long as you stay."

4 · THE GIFT ANGLE (FOR GUESTS WHO GIVE)

"Here's my favorite part — the monthly blowout is giftable. Members send theirs to a daughter, a friend, a neighbor going through something. Thirty-nine dollars a month, and every month somebody you love gets beautiful."

5 · THE SIMPLE ASK (WHEN TIME IS SHORT)

"Have you heard about Platinum yet? You're on the invite list — ask the front desk for your page on the way out. It has your name on it, and honestly, it's a really good deal."

THEN HAND IT OFF — THE PAGE DOES THE SELLING

> *"The front desk has a page with your name on it — your actual year with us, and exactly what this saves you. Can I have them print it while we finish up?"*

That's the whole move: open the door warmly → hand them to their printed page → let the numbers talk. You never have to close anyone.

WHAT THEY GET — YOUR TALKING POINTS

- **10% off every service, always** — "your color stays right at today's price, and your cut moves only a couple of dollars."
- **The Signature ROP Blowout, every month** — "a head, neck & shoulder massage at the shampoo bowl, then the blow-dry & style we're known for. Yours — or gift it to anyone you love."
- **A LUX indulgence, every month** — "pure pampering with your visit: a luxury wash & massage, a full steam ritual, a warm paraffin hand treatment."
- **Platinum perks, all year long** — "and through the year, new perks keep landing — birthday surprises, special events, early access to new things." *(Never promise a specific perk — they're announced as they release.)*
- **The founding price** — "$39 instead of $59, only until October 15, locked for as long as you stay. It will never be offered again."

WHEN THEY PUSH BACK — ACKNOWLEDGE · ONE-SENTENCE WHY · RIGHT OPTION · DIGNITY

"That's a lot more than I expected."	"I completely understand — it's an adjustment. We held off for almost three years while everything else went up. And that's exactly why the membership exists — let me have the desk print your page."
"I've been coming here for years — why should I pay more?"	"That's exactly why you're on the founding list. $39 locked for as long as you stay, your color stays at today's price, gifts every month, and Platinum perks all year. This was made for you, not for new guests."
"I guess I'll find someone else."	"I'd hate that — and I respect that this is your call. Before you decide: the level system keeps you at ROP at a price that fits, and the membership brings your cost right back to today's. Can I show you both?"
"Can you just keep me at the old price?"	"I understand why you'd ask — and here's the honest answer: 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. What I *can* do is show you the best option for you."
"I honestly can't afford it anymore."	"You don't have to leave ROP — that's why our levels exist. Same salon, same standards, a price that fits. Let's find yours."
"Why would I pay to save money?"	"Fair question. Every month you get a blowout worth $75 and a LUX service, plus 10% off all services — and Platinum perks keep landing all year. Most months that's two or three times the $39 back. Your page shows your exact numbers."
"Why didn't you warn me sooner?"	"You're right to ask — and that's why I wanted you to hear it from me, not an email. We're telling our best guests personally, weeks before anything changes."
"I'm away all summer."	"The founding $39 runs year-round — that's part of why it's $39. Here's what snowbirds love: your monthly blowout is giftable, so while you're north it can go to someone here. And you keep the founding price for as long as you're a member."
"What happens after October 15?"	"The doors close and the founding group is set — that's what makes it a founding group. After that it's $59 and a waitlist."

NEVER SAY

- "I'm so sorry — I hate this too." *(→ "I understand it's an adjustment — let me show you your options.")*
- "Management made me do it." *(→ "The salon is making a long-overdue correction.")*
- "I can probably take care of it for you." *(→ pricing is one menu, set for the whole salon)*
- "Prices will never go up again." *(→ talk about today's value and the founding lock)*
- Any specific future perk. *(→ "perks are announced as they release — that's the fun of it")*

🛟 **You are never alone.** A guest who's genuinely upset goes to a manager — warmly, immediately: "I want you to talk to someone who can really take care of you." And every enrollment is rung with YOUR name — the contest credit goes to whoever has the conversation.