

The Pre-Close Conversation

A 90-second script the stylist runs before the client gets to the desk. Closes more rebooks than any incentive.

STEP 01

Recap what you did today

→ "So today we did [service] and worked on [specific thing]. Your [color/cut/ends] should hold beautifully for the next [X] weeks."

STEP 02

Tell them what comes next, with a window

→ "By around [date / week-of], you'll start to see [tone fade / regrowth / softening]. That's usually the right window to come back in."

STEP 03

Close with the no-pressure ask

→ "While you're here, want me to put something on the calendar for that week? You can always move it later if your plans change."

90 seconds. Three sentences. No discount, no incentive — just a clear next step the client can say yes to.