



COMMUNICATING SALONSCALE TO YOUR CLIENTS

Talking to clients about pricing can be tricky! Especially for your long time clients, it's easy to fall into emotional discounting. With this guide you can share the news with your clients with confidence!

TWO KEY THINGS

that need to get across when talking to clients about changes in pricing:

01

Going Parts + Labor!

Parts + Labor is a common pricing method used across many services!

Say:

"Starting on [your chosen date], our salon is taking a new and innovative approach that allows us to separate color costs from our pricing. By doing this, you will never be charged any more or any less than the actual color used in their appointment."

This messaging offers fair communication and it is something they are already familiar with! If they have had renovations done on their house, or work done on their car, parts + labor is not a new concept. It will resonate well and is actually something they understand better than a flat fee.

02

Why make the switch?

The next thing is to communicate the "why" and what is in it for them!

Say:

"We are really excited about these changes. Not only is it going to make my livelihood more sustainable, but it will allow me to invest more money back into my business to create a better environment for you! This might be education or renovations but the capital will go back into the business for an even better experience!"



Best way to communicate to your clients:

- ★ At the end of their appointment let them know about the upcoming changes and why you're implementing them.
- ★ Send an email to your email list
- ★ Have a statment on your website on your pricing page explaining you charge parts and labour.
- ★ Share a post on your social media channels