

Congratulations on taking this next step for your business with SalonScale. It takes a lot of courage to recognize and take action to make a change. It takes just as much to share the news that change is coming to your clients. We understand the anxiety that comes along with explaining the change; but we are here every step of the way to help!

4 TIPS TO COMMUNICATE WITH YOUR CLIENTS

1. Remember why you need to make a change

Before you do anything, remember WHY you're making this change in your business. Whether it's because you want more control of your back bar, adjusting for inflation or you simply need it for the livelihood of your business and yourself. All of your reasons are valid and means that the change is necessary.

2. Share why you are making this change

Transparency is key. It's the foundation of building trust with your clients. You must share your 'why' for making the change. Clients in our industry are getting tired of not understanding how they're being charged. They appreciate the transparency and the honesty. Clients do not want to walk up to the till and not know what they're going to be tried. Transparency right from the start during the consultation process is extremely important and now you have the software to help you price with confidence.

3. Send your save the dates

Let your clients know ahead of time of the upcoming change! Share it on social media, your website, send them an email or a text message. Be sure to communicate the change with your clients before their consultation and appointment. Giving your clients notice well in advance is not only beneficial to them, but to you as well.

4. Remind your customers of the changes

As soon as your client sits in the chair for the appointment, ask them if they have heard about this upcoming change. This is a great practice because your clients might not have heard about the change and this gives you the opportunity to explain to them what SalonScale is, how their appointments are going to improve, and your business is going to be better. SalonScale not only helps you and your business but also elevates the overall client experience. Get them excited with you! It's essential to show you're excited to implement SalonScale.