



Colorance Fast & Flawless Color Services

Stylist Script & Salon Phone Script

Stylist Scenario 1 (Conversation initiated from stylist station talker):

- We are now offering express color services that can be customized to fit your specific needs.
- It is a quick, convenient and economic service that will instantly reveal a flawless finish!
- This Fast & Flawless service is now being offered at a special price of \$\$\$\$. When you receive this service it will not only be customized to suit your needs but you will also receive a free gift!
- Looking at your hair now/today I would recommend ABC service to provide you XYZ result. I can perform your service today and it will only take 15-20 minutes!
- Remember you will also receive a customized colorglow^[IQ] Hairmasque treatment to take home with you.
- colorglow^[IQ] Hairmasque:
 - Is part of the colorglow^[IQ] Color Care System – Explain each product as it is used during the service.
 - I will be using several of the products on your hair during your service today. There are back-bar, preparation and finish products that are a part of the system as well as home maintenance.
 - The colorglow^[IQ] Hairmasque is a restructuring treatment used 1 to 2 times a week. It restores vibrancy and shine without weighing down the hair.

It's valued at \$\$\$ and is complementary with today's Fast & Flawless Service

GOLDWELL 

CLOSER TO STYLISTS. CLOSER TO HAIR.



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Stylist Scenario 2 Conversation with client responding to post card/email):

- Thank you for coming in today. It is great to see you again/meet you. I am happy to see you are here to receive our new color service from our “Fast & Flawless” menu.
- This service is going to be customized to fit your needs and as a special thank you for your trying our new service we will also be sending you home today with a complimentary colorglow^[IQ] Hairmasque to support your service.
- This service is a great way to enhance the beauty of your hair color quickly, conveniently and is at the special price of \$\$\$.
- What is it that you are looking for today for your hair? Well based on your desired results I would recommend the ABC service to provide you with the XYZ result you are looking for.
- colorglow^[IQ] Hairmasque:
 - Is part of the colorglow^[IQ] Color Care System – Explain each product as it is used during the service.
 - I will be using several of the products on your hair during your service today There are back-bar, preparation and finish products that are a part of the system as well as home maintenance.
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Salon Front Desk Script

Hello *Jessica*

This is *Marc @ Salon KPSS*.

I am calling you because we have great news @ Salon KPSS.

We realized, listening to our clients that we needed to do something to help our good customers in this new economy.

We have created 5 new services called “Fast & Flawless”. They are designed to be completed in just a few minutes. All five are very inexpensive, and focus on enhancing and/or refreshing your hair color either in between services or as an add-on to your regular service. The average price for these services is \$\$\$.

With any of these “Fast & Flawless” services you will also received a free gift to maintain your hair color at home.

So what do you think?

We are doing free consultation right now to analyze your hair and determine the best Fast and Flawless service for you. Would you like to come in next week or what day would best fit your schedule?

GOLDWELL 

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