

REBOOKING GUIDE

Utilising the client demand post Covid-19 to build your column for the future



Rebooking Priorities

What you will learn



During these uncertain times, one thing is for sure we know clients are happy to return to the salon. It has never been more important to improve your art of rebooking.

By following 6 quick steps we can help you shape your own column to allow you to:

- Carry out the services you want to do
- Offer more creative solutions for your clients
- Be the busy stylist who hits targets or promotion levels



Rebooking Step by Step



Step 1 Consultation

This is the pivotal part to any colour/cut service. It is important to listen and ask relevant questions about your clients end colour/cut goals.

- *When did your hair stop looking its best?*
- *What is it about your current colour you are really enjoying?*
- *Do you have any images that can show me what you're trying to achieve?*

Step 2 The colour Journey

By understanding what your clients want to achieve you can start to plan their colour journey. This allows you to get them excited about each appointment.

- *They are informed about how often they need to come in*
- *You have built trust, and this will allow creative freedom on future appointments*
- *You can then start to build up your column for the upcoming weeks/months*

Step 3 More than maintenance

Just offering your clients maintenance services will not help build up your column as clients are now spacing their appointments further apart.

- *Balayage service*
- *Book them back in for a gloss and blow dry to change up the tone of their look*
- *Does your client wear their hair up a lot, why not book them back in for a face frame and toner to keep their blonde looking fresh.*
- *Highlights service, make sure they are coming back in for a toner to banish those brassy tones!*

Step 4

Understand your column's down times

You can really start to grow your column when you:

- ✓ **understand your column's quiet times**
- ✓ **you know when you will be booked up**
- ✓ **know there will be a lot of walk in clients**

When rebooking, start to think about where you can try and offer your quiet times to your flexible clients to make sure you can fill your quiet times with your colour journey clients leaving busy times free for walk in clients. This will allow your column to be utilised well and that you are busy throughout the day.



Step 5

Aftercare how it can help you rebook



Understanding “When did your hair stop looking its best?” or “what are your daily struggles with your hair” will allow you to pinpoint any issues the client may have that you can overcome with the right care & styling regime. Utilise these key products in salon at the back wash and within the service showcasing them in action and adding your expert tips. This will allow you to gain client confidence in your recommendation allowing you to build a strong home care story that is simple to follow and will support the look achieved in salon.

Discuss the length of time between appointments along with how frequently they wash and style their hair. We have seen appointment times being stretched out to around 12 weeks! A standard size shampoo and conditioner should only last them for around 6 weeks. How can we keep them from purchasing the wrong products or elsewhere? Suggest arranging a catch up call or a drop in visit to touch base on how they are getting on and top up their retail to keep their hair looking it best between appointments.

Good haircare and advice that works grows loyalty from your clients so build the need to rebook into every service.

Step 6 Reinforce

Post Covid- 19 the way clients check out may have changed, you may find that clients prepay, your receptionist takes the bill at the section so that normal end of service may be different to what you know.

At the end of the service make sure that your client and receptionist are clear on when and for what appointment they will need. This makes the rebooking part seamless allowing you to build your column and future salon success from the current demand of clients.

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