



# The salon success playbook

9 repeatable actions to protect revenue, strengthen your team, and keep clients coming back.

## 01 Protect revenue

Cancellations, no-shows, and openings, handled before they cost you.

## 02 Strengthen your team

One source of truth for pay, coaching, and scheduling.

## 03 Keep clients coming back

Catch the drift early and give your salon a way to respond.

You spotted the warning signs. Now run the fix.

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## PUT IT TO WORK

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# Profit is hiding in plain sight

Your salon probably does not need one giant overhaul. More often, the money is hiding in smaller operational gaps: a policy that gets enforced differently, an empty appointment nobody catches in time, a coaching conversation based on memory, or a client who quietly stops coming back.

This playbook helps you find those gaps, choose the ones that matter most, and put a repeatable response behind them.



## THE GOAL IS SIMPLE

Spot the problem. Know your starting point. Run the action.  
Measure what changed.

You do not need to work through all nine areas at once. In fact, don't. Start with the 9-sign salon list, identify your biggest problem areas, and choose the three actions that could make the biggest difference over the next 90 days.

## EVERY ACTION FOLLOWS THE SAME FOUR STEPS

01

### SPOT IT

Identify whether the problem is happening in your salon.

02

### DECIDE IT

Make the decisions needed to create a clear process.

03

### TRY IT

Use the worksheet, script, checklist, or routine.

04

### TRACK IT

Measure one or two numbers so you know whether the change worked.

Small changes become meaningful when they turn into repeatable habits.

# The 9-sign salon list

Each number below matches an action later in this book. If an area is RED, go to the same numbered action to start fixing it.

## GREEN

We have a clear process and use it consistently.

## YELLOW

We do this sometimes, but it depends on the day or the person.

## RED

We do not have a reliable process in place.

|    |                                                                                                                                    |                      |
|----|------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 01 | <b>Cancellation policy</b><br>Our cancellation policy is explained and enforced the same way every time.                           | GREEN / YELLOW / RED |
| 02 | <b>No-shows</b><br>We know our no-show rate and look for patterns instead of treating each missed appointment as a one-off.        | GREEN / YELLOW / RED |
| 03 | <b>Booking gaps</b><br>We review openings before the week is over and have a process for trying to fill them.                      | GREEN / YELLOW / RED |
| 04 | <b>Commission questions</b><br>Our team understands how commission is calculated and knows where to go when something looks wrong. | GREEN / YELLOW / RED |
| 05 | <b>Coaching</b><br>Our coaching conversations use actual performance numbers rather than memory or general impressions.            | GREEN / YELLOW / RED |
| 06 | <b>Scheduling</b><br>Our schedule reflects when clients actually want appointments, not just when the team has always worked.      | GREEN / YELLOW / RED |
| 07 | <b>Overdue clients</b><br>We can identify which clients are overdue for their next visit right now.                                | GREEN / YELLOW / RED |
| 08 | <b>Win-back</b><br>Client win-back happens on a regular rhythm instead of only when someone remembers to send a campaign.          | GREEN / YELLOW / RED |
| 09 | <b>Client communication</b><br>Clients receive the same essential information no matter who books, serves, or checks them out.     | GREEN / YELLOW / RED |

# Know your starting numbers

You do not need every number below. Pull the ones that connect to the RED areas you want to work on.

## Cancellation rate

Your starting number: \_\_\_\_\_%

$\text{Canceled Appointments} \div \text{Total Booked Appointments} \times 100$

Track no-shows separately using your no-show rate.

## No-show rate

Your starting number: \_\_\_\_\_%

$\text{No-Shows} \div \text{Total Booked Appointments} \times 100$

## Rebooking rate

Your starting number: \_\_\_\_\_%

The percentage of guests who leave with their next appointment already booked.

**Reference point:** SalonBiz reports that its users average a 74% rebooking rate, with premium salons reaching approximately 78%. Use that as context, not as a reason to ignore your own starting point.

## Existing guest retention

Your starting number: \_\_\_\_\_%

The percentage of existing guests who continue returning.

**Reference point:** SalonBiz reports existing guest retention above 80% among high-performing salons, with premium salons around 90%.

## New guest retention

Your starting number: \_\_\_\_\_%

The percentage of new guests who return for another visit.

**Reference point:** SalonBiz identifies 35% as its benchmark for new guest retention.

## PICK YOUR STARTING POINT

# Choose your three priority actions

Go back to your 9-sign salon check. Choose up to three RED areas to work on first. The number of each RED area matches the action you'll use later in this book.



## Don't chase every number

Three focused actions beat nine half-started ones. These are the areas you will work on for the next 90 days.

### Priority #1

Action # \_\_\_\_\_

What I want to improve \_\_\_\_\_

Starting point number \_\_\_\_\_

### Priority #2

Action # \_\_\_\_\_

What I want to improve \_\_\_\_\_

Starting point number \_\_\_\_\_

### Priority #3

Action # \_\_\_\_\_

What I want to improve \_\_\_\_\_

Starting point number \_\_\_\_\_

# Protect revenue

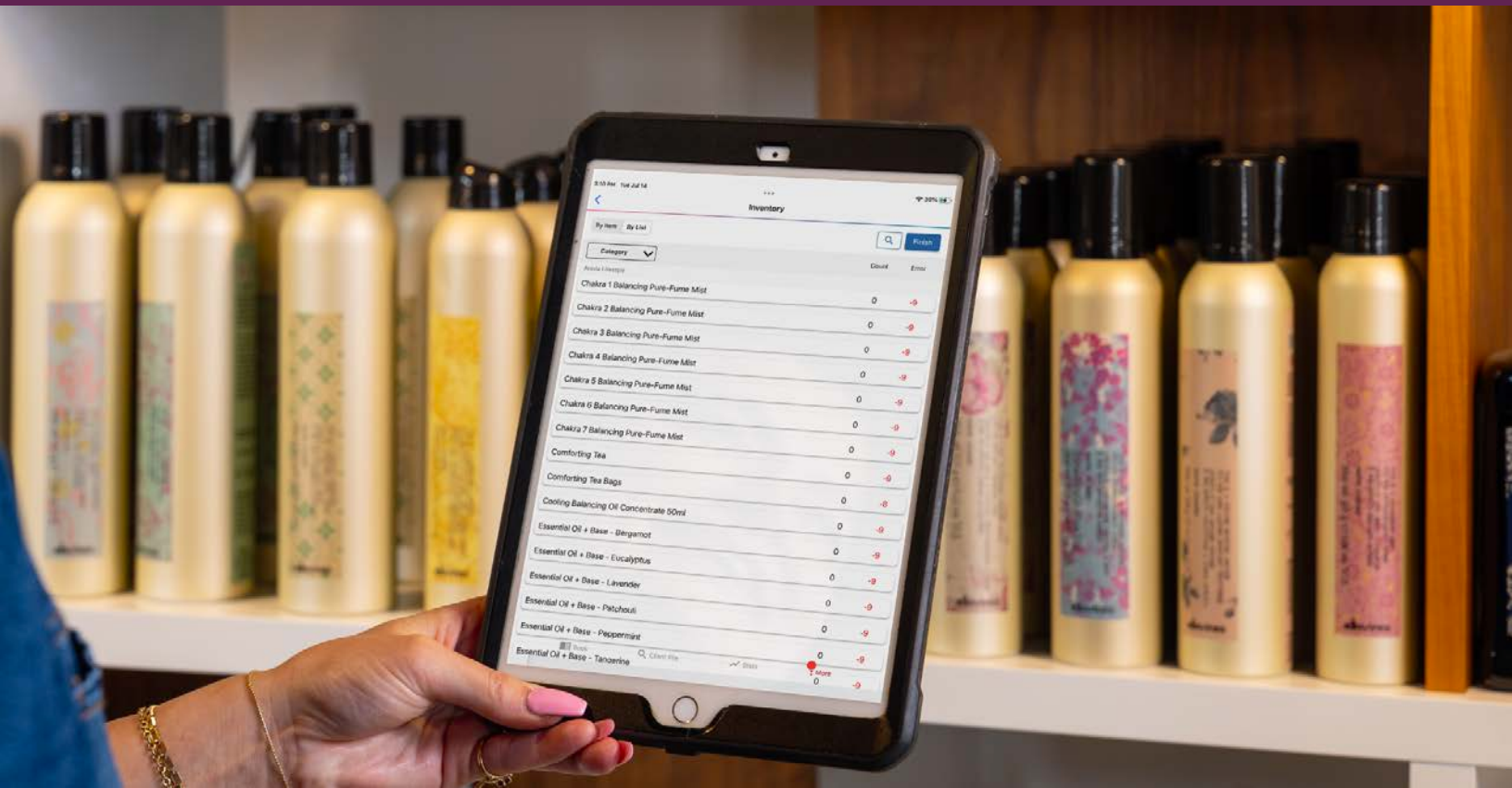
An appointment hour is perishable. Once it passes empty, you cannot sell it tomorrow.

These three actions help protect the hours already available in your book by making cancellations, no-shows, and openings easier to manage before they become lost revenue.

01 Build a cancellation policy your team can actually enforce

02 Stop treating no-shows like random bad luck

03 Automate open appointment recovery



# 01 Build a cancellation policy your team can enforce



## SPOT IT

Having a cancellation policy is not the same as having a cancellation process. If the fee, timing, exceptions, or explanation changes depending on who answers the phone, your team has to make a judgment call every time a client cancels.

**Fix that by deciding the rules once.**

## DECIDE IT

### 1. Set your timeline

Clients can cancel without penalty until \_\_\_\_\_ hours before the appointment.

A late cancellation begins \_\_\_\_\_ hours before the appointment.

Our late-arrival rule is:

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### 2. Set your fee

Choose the structure that works for your salon.

Flat cancellation fee: \$\_\_\_\_\_

**OR**

Percentage of booked service: \_\_\_\_\_%

For a no-show, we charge:

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### 3. Define what counts

A reschedule inside the cancellation window:  
**COUNTS / DOES NOT COUNT as a late cancellation**

A no-show:

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Illness or family emergency:

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Our approved exception rule is:

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### 4. Decide how payment is handled

We require a deposit: **YES / NO**

Deposit amount: \$\_\_\_\_\_ or \_\_\_\_\_%

We require a card on file for:

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### 5. Decide how clients can cancel

☐ Phone ☐ Text ☐ Salon app ☐ Online booking ☐ Other \_\_\_\_\_

## RUN IT

**Put your policy into plain language**

Use this as your starting point.

**Our cancellation policy**

We ask for at least [X hours] notice when changing or canceling an appointment. Appointments canceled within [X hours] will [fee or deposit rule]. No-shows will [no-show rule].

You can cancel or reschedule by [approved methods].

We understand that emergencies happen. In those situations, [exception rule].

Thank you for respecting the time reserved for you and your stylist.

**Give your team one response****WHEN A CLIENT CANCELS LATE**

"Because we're inside our [X]-hour cancellation window, our policy is [rule]. What I can do for you today is [approved next step]."

**WHEN AN APPROVED EXCEPTION APPLIES**

"Our normal policy is [rule], but because [approved exception], here's what we can do this time."

**Run the consistency check**

Your policy should use the same terms everywhere clients encounter it.

☐ Online booking

☐ Appointment confirmation

☐ Appointment reminder

☐ Website

☐ Front desk

☐ Team training

**Same rule. Same language. Every time.**

## TRACK IT

**PRIMARY METRIC****Cancellation rate**

$\text{Canceled Appointments} \div \text{Total Booked Appointments} \times 100$

Starting rate: \_\_\_\_\_%

30-day rate: \_\_\_\_\_%

Late cancellations: \_\_\_\_\_

Cancellations refilled: \_\_\_\_\_

Revenue recovered: \$\_\_\_\_\_

## 02 Stop treating no-shows like random bad luck



### SPOT IT

One no-show may be random. A pattern usually is not.

Before you change your reminders or booking rules, find out when missed appointments are actually happening.

### DECIDE IT

#### Run your 30-day no-show check

Total appointments \_\_\_\_\_ Total no-shows \_\_\_\_\_

No-show rate \_\_\_\_\_ % Repeat no-show clients \_\_\_\_\_

Day with the most no-shows \_\_\_\_\_ Service with the most no-shows \_\_\_\_\_

Stylist with the most no-shows \_\_\_\_\_

#### What pattern do you see?

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#### Create a simple reminder sequence

##### AT BOOKING

Send the appointment details and cancellation policy.

##### 48 HOURS BEFORE

Send a reminder that asks the client to confirm.

##### DAY OF

Use a short final reminder.

## RUN IT

## Use this reminder

"Hi [Name], you're booked with [Stylist] for [Service] at [Time] on [Day]. Reply YES to confirm. Need to make a change? [Instructions]. Our [X]-hour cancellation policy applies."

## Work the unconfirmed list

Daily owner \_\_\_\_\_

Each morning:

- ☐ Review upcoming unconfirmed appointments.
- ☐ Follow up with clients who have not confirmed.
- ☐ Flag appointments at risk of becoming openings.
- ☐ Start working the waitlist when a client cancels.

## Decide what happens after a no-show

Set the rule now so your team doesn't have to decide in the moment.

## First no-show

Our response: \_\_\_\_\_

## Second no-show

Our response: \_\_\_\_\_

## Repeat no-show

Our response: \_\_\_\_\_

## TRACK IT

## PRIMARY METRIC

## No-show rate

No-Shows ÷ Total Booked Appointments × 100

Starting rate: \_\_\_\_\_%

30-day rate: \_\_\_\_\_%

Change: \_\_\_\_\_ pts

Repeat no-shows: \_\_\_\_\_

At-risk appointments recovered: \_\_\_\_\_

## 03 Automate open appointment recovery



### SPOT IT

A last-minute opening still has value, but only if someone catches it in time.

Instead of relying on your team to constantly watch the book and chase clients, put the right booking tools in place and let automation help you act on openings sooner.

### RUN IT

#### Set the foundation

Give your system the information it needs to work from.

- ☐ Keep your waitlist current
- ☐ Use standing appointments for regular clients
- ☐ Make sure service times are accurate
- ☐ Keep client booking history and preferences up to date

### AUTOMATE

#### Take the chasing off your team.

##### 1 An opening hits the book

A cancellation or schedule change creates availability.

##### 2 Automation spots the opportunity

AI can help identify open appointment times and clients who may be a fit.

##### 3 Outreach goes out sooner

Clients can be contacted without someone manually working the list one by one.

**Less watching the book. Less manual outreach. More chances to recover the opening.**

## Where your team still matters

Automation can handle the routine outreach. Save the personal touch for the clients who need it most.

- 1 High-value regulars**  
A personal note from their stylist may go further.
- 2 Long-time clients**  
Reach out personally if they have fallen out of their normal rhythm.
- 3 Special-fit openings**  
Step in when a specific client is an especially good match for the available service or time.

### Use this text

"Hi [Name], we just had a [Service] opening with [Stylist] at [Time] on [Day]. Want me to hold it for you?"



## Want to take more of this off your team?

SalonBiz AI integrations can help identify open appointment times and reach out to clients automatically.

Ask us about automated appointment recovery →  
[contactus@salonbiz.com](mailto:contactus@salonbiz.com)

# Strengthen your team

Your team cannot work consistently when the rules, numbers, or scheduling decisions live in someone's head.

These actions give managers and stylists a clearer source of truth, and a simpler way to act on it.

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04 Take the guesswork out of commission questions

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05 Coach one number at a time

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06 Schedule around demand, not habit





## 04 Take the guesswork out of commission questions

### SPOT IT

A commission question becomes a trust problem when the employee and manager are working from different information.

Your compensation structure may be simple or complex. Either way, the rules should be easy to find and the process for reviewing a question should stay the same.

### DECIDE IT

#### Run the commission clarity check

Can every team member answer these questions?

- |                                                                  |                                                                    |
|------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> What is my service commission rate?     | <input type="checkbox"/> Is retail calculated differently?         |
| <input type="checkbox"/> What sales count toward commission?     | <input type="checkbox"/> How are discounts handled?                |
| <input type="checkbox"/> How are refunds or adjustments handled? | <input type="checkbox"/> What time period does each payment cover? |
| <input type="checkbox"/> Where can I see my numbers?             | <input type="checkbox"/> Who do I ask if something looks wrong?    |

**Every unchecked box is something to clarify.**

#### Build your commission quick reference

##### How I'm paid

Service commission: \_\_\_\_\_

Retail commission: \_\_\_\_\_

Commission period: \_\_\_\_\_

##### What can change my commission

Discounts: \_\_\_\_\_

Refunds/adjustments: \_\_\_\_\_

Other exclusions or rules: \_\_\_\_\_

##### Where to check

I can review my numbers here: \_\_\_\_\_

##### If something looks wrong

Questions go to: \_\_\_\_\_

RUN IT

**Use one review process every time**

When someone questions their commission:

- 1 Pull the transaction.
- 2 Pull the written commission rule.
- 3 Compare the two together.
- 4 Correct the number or explain the calculation.
- 5 Document anything that needs to be clarified for the team.

**MANAGER SCRIPT**

"Let's pull the transaction and the commission rule together so we're looking at the same information."

The goal is not to win the conversation. The goal is to get everyone back to the same source of truth.

TRACK IT

There is no universal benchmark needed here. You are looking for fewer avoidable questions over time.

Commission questions this month

Questions that resulted in a correction

Questions caused by an unclear rule

**What rule needs to be clarified?**

## 05 Coach one number at a time



### SPOT IT

"Be better at rebooking." "Sell more retail." "You seemed slow this month."

Those are observations, not coaching plans. Good coaching gives a stylist a number they can see and one behavior they can work on.

### DECIDE IT

#### Choose the numbers you'll coach from

Pick 3–4 metrics you want your team to understand and review consistently.

- |                                                    |                                              |
|----------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Existing guest retention  | <input type="checkbox"/> New guest retention |
| <input type="checkbox"/> Pre-book / rebooking rate | <input type="checkbox"/> Average ticket      |
| <input type="checkbox"/> Retail per client         | <input type="checkbox"/> Product attachment  |
| <input type="checkbox"/> Productivity              |                                              |
| <input type="checkbox"/> Other                     |                                              |

#### Need context? SalonBiz reports:

**80%+**

existing guest retention among high-performing salons.

**35%**

its benchmark for new guest retention.

**74%**

average rebooking among SalonBiz users.

Use benchmarks to understand the landscape. Use your own baseline to decide what needs to improve.

## RUN IT

## Use this 15-minute coaching check-in

Stylist \_\_\_\_\_

Metric we're focusing on \_\_\_\_\_

Last month \_\_\_\_\_ This month \_\_\_\_\_

Target \_\_\_\_\_

## Ask four questions

1. What improved?
2. Where are you missing the target?
3. What do you think is driving it?
4. What is one thing you will do differently?

## Turn the number into a move

|                              |                                                                                                         |
|------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Pre-booking is low</b>    | Practice how the stylist recommends the next visit before checkout.                                     |
| <b>Retail is low</b>         | Focus on making one relevant product recommendation during the service or consultation.                 |
| <b>Retention is falling</b>  | Review recent guests who have not returned and look for patterns.                                       |
| <b>Average ticket is low</b> | Review service mix, add-ons, and consultation habits.                                                   |
| <b>Productivity is low</b>   | Look at booking gaps, service timing, and demand before assuming the stylist simply needs more clients. |

## Write the commitment

"Before our next check-in, I will \_\_\_\_\_."

Next check-in date \_\_\_\_\_

At the next meeting, start with the same commitment and the same metric.

## TRACK IT

## PRIMARY METRIC

The stylist's chosen KPI

Starting: \_\_\_\_\_ 30-day: \_\_\_\_\_

60-day: \_\_\_\_\_ 90-day: \_\_\_\_\_

Did the behavior change with the number? YES / NO

# 06 Schedule around demand, not habit



## SPOT IT

A salon can have a capacity problem in two directions. You may be under capacity: people are scheduled, but chairs are sitting empty. Or you may be over capacity: the book is full, but clients are waiting and your team is struggling to keep up.

The goal is not to make every hour equally busy. The goal is to put your team where client demand exists.

## DECIDE IT

### Review the last 90 days

Appointment utilization

Staff idle time

Turned-away appointment requests

Total booked service hours

Client wait time

Stylist or chair turnaround time

Total available service hours

### Look for under-capacity signals

- ☐ Chairs repeatedly sitting empty during expected busy periods
- ☐ Stylists consistently waiting between clients
- ☐ Daily revenue regularly missing your operating baseline
- ☐ Low future booking or rebooking
- ☐ Large blocks of availability repeatedly going unused

Our biggest under-capacity period is:

---

### Look for over-capacity signals

- ☐ Clients regularly starting after their appointment time
- ☐ A crowded waiting area
- ☐ Stylists rushing to finish
- ☐ Employees repeatedly missing breaks
- ☐ Calls or messages going unanswered during peak periods
- ☐ Appointment requests being turned away
- ☐ Stress increasing during the same shifts

Our biggest over-capacity period is:

---

## RUN IT

**Make one scheduling move**

Do not rebuild the whole schedule at once. Choose one test:

- ☐ Move one shift into a higher-demand period
- ☐ Add coverage to an overloaded block
- ☐ Reduce coverage during a consistently idle block
- ☐ Extend hours where demand supports it
- ☐ Reduce hours where demand does not support them

The change we are testing:

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Start date 

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## TRACK IT

**BEFORE / AFTER 30 DAYS**

Client wait time: 

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 / 

---

Turned-away appointment requests: 

---

 / 

---

Unused appointment time: 

---

 / 

---

What does the data tell us? **KEEP / CHANGE / REVERSE**

# Keep clients coming back

Most clients do not announce that they are leaving.

They wait a little longer to book. Then they skip one visit. Then they fall out of their normal rhythm. These actions help you catch that drift earlier, and give your salon a repeatable way to respond.

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07 Know exactly who is overdue

---

08 Run a three-touch win-back rhythm

---

09 Standardize the five client moments that matter



## 07 Know exactly who is overdue



### SPOT IT

If you cannot name your overdue clients, you cannot do anything to bring them back.

Start by defining when clients normally return. Then find the people moving beyond that window.

### DECIDE IT

#### Set your return rules

Start with your most common recurring services and decide when a client should normally come back.

##### SERVICE 1

Service: \_\_\_\_\_

Normal return cycle: \_\_\_\_\_ weeks

Start outreach at: \_\_\_\_\_ weeks

##### SERVICE 2

Service: \_\_\_\_\_

Normal return cycle: \_\_\_\_\_ weeks

Start outreach at: \_\_\_\_\_ weeks

##### SERVICE 3

Service: \_\_\_\_\_

Normal return cycle: \_\_\_\_\_ weeks

Start outreach at: \_\_\_\_\_ weeks

##### SERVICE 4

Service: \_\_\_\_\_

Normal return cycle: \_\_\_\_\_ weeks

Start outreach at: \_\_\_\_\_ weeks

Once those rules are set, use client history and reporting to identify who is approaching, or has passed, their normal return window.

## RUN IT

## Build the outreach around the client

## GETTING CLOSE

The client is approaching their normal return window.

**Action:** Send a simple maintenance reminder with an easy way to book.

**Best handled by:** Automated outreach

## OVERDUE

The client has passed their normal return window and still has not booked.

**Action:** Send a direct reminder based on their normal service or stylist.

**Best handled by:** Automated outreach for most clients

## NEEDS A PERSONAL TOUCH

Some clients are worth taking out of the automated flow. Consider personal outreach for:

- ☐ High-value regulars
- ☐ Long-time clients
- ☐ Clients with a strong stylist relationship
- ☐ Clients who have not responded to reminders

**Action:** Have the front desk reach out personally.

## PERSONAL OUTREACH

"Hi [Name], it's [X] from [Salon]. I realized it's been a little while since we've seen you. If you're ready for your next [Service], I'd love to get you back on the book. Here's an easy way to grab a time: [Booking Link]."

## TRACK IT

## PRIMARY METRIC

## Recovery rate

Clients Rebooked ÷ Clients Contacted × 100

Recovery rate: \_\_\_\_\_%

Overdue identified: \_\_\_\_\_

Clients contacted: \_\_\_\_\_

Clients rebooked: \_\_\_\_\_

Revenue recovered: \$\_\_\_\_\_

## 08 Run a three-touch win-back rhythm



### SPOT IT

Do not wait until a client has been gone for months before you remember them.

Start with a helpful nudge while they are approaching their normal return window. Increase the urgency only if they continue to stay away. Choose the timing and message for each touch, then use automated outreach for the routine follow-up.

### RUN IT

#### TOUCH 1

##### The maintenance nudge

Goal: make the next appointment easy

Offer: none

**Best handled by:** automated outreach

When: around 80% of the client's typical service interval. For someone who normally returns every six weeks, that is around week five.

"Hi [Name], you're getting close to your usual [Service]. We have a few openings coming up if you'd like to grab your next visit: [Booking Link]."

#### TOUCH 2

##### The direct check-in

Goal: give them another relevant reason to act.

**Best handled by:** automated outreach

When: approximately two weeks later if the client has not booked.

Personalize around their stylist, their normal service, maintenance timing, seasonal needs, and convenient availability.

"Hi [Name], just checking in from [Salon]. If you're ready for your next [Service], [Stylist] has availability coming up on [Days]. You can grab a time here: [Booking Link]."

**Again: do not automatically jump to a discount.**

TOUCH 3

## The win-back offer

Goal: lower the barrier to returning.  
**Best handled by:** automated outreach for most clients

When: once the client reaches your true lapsed-client window. 90+ days is a useful starting point for many clients, but adjust based on the service and normal visit cycle.

**Choose one approved perk:**

☐ Complimentary conditioning treatment

☐ Service upgrade

☐ Retail incentive

☐ Percentage or dollar offer

☐ Other \_\_\_\_\_

"We miss you, [Name]. If you've been meaning to come back in, we'd love to see you. Book by [Date] and enjoy [Perk] with your next visit. Reserve here: [Booking Link]."

**Best handled by:** Automated outreach

DECIDE IT ONCE

Touch 1 timing \_\_\_\_\_

Touch 2 timing \_\_\_\_\_

Touch 3 timing \_\_\_\_\_

Approved final incentive \_\_\_\_\_

Sequence owner \_\_\_\_\_

**Then let the rhythm run.**

The goal is a repeatable system that brings clients back without your team having to remember every follow-up.

TRACK IT

**What did the sequence recover?**

Clients entering the sequence: \_\_\_\_\_

Bookings after Touch 1: \_\_\_\_\_

Bookings after Touch 2: \_\_\_\_\_

Bookings after Touch 3: \_\_\_\_\_

Total clients recovered: \_\_\_\_\_

Recovered revenue: \$ \_\_\_\_\_



# 09 Standardize the five client moments that matter

## SPOT IT

Consistency does not mean every stylist needs to sound the same.

It means every client should receive the same essential information, no matter who is helping them. Decide what must stay consistent and leave room for your team to make the experience personal.

## RUN IT

### Build your salon communication standards

**01 Booking** Examples: cancellation policy, deposit requirement, arrival expectations.

Every client must know

Team members can personalize

**02 Confirmation** Examples: appointment time, stylist, service, and how to make a change.

Every client must receive

Team members can personalize

**03 Arrival + consultation** Examples: service confirmation, timing, pricing changes, expectations.

Every client must hear

Team members can personalize

**04 Checkout** Examples: next appointment, a relevant recommendation, a clear next step.

Every client should be offered

Team members can personalize

**05 After the visit** Examples: thank-you, feedback request, review request, or follow-up.

Every client receives

Team members can personalize

THE RULE

**Must communicate = consistent.**  
**Can personalize = your team's personality.**

You do not need to script every word. You do need to agree on what every client should walk away knowing.



TRACK IT

**Communication consistency score**

Is a clear standard in place for each moment?

Booking YES / NO

Confirmation YES / NO

Arrival + consultation YES / NO

Checkout YES / NO

After the visit YES / NO

Which moment needs attention next?

YOUR SCORE

/ 5

## YOUR 90-DAY SALON ACTION PLAN

# Three actions. One quarter.

Do not try to fix all nine problems at once. Go back to your salon check and choose the three issues that matter most right now.



### Give every action:

01 One owner

02 One thing to track

03 One starting point

04 One 90-day goal

Then run the process long enough to see whether it works.

### PRIORITY 1

|                     |       |                |       |
|---------------------|-------|----------------|-------|
| Action              | _____ | Owner          | _____ |
| What we're tracking | _____ | Starting point | _____ |
| 30-day number       | _____ | 60-day number  | _____ |
| 90-day target       | _____ |                |       |

### PRIORITY 2

|                     |       |                |       |
|---------------------|-------|----------------|-------|
| Action              | _____ | Owner          | _____ |
| What we're tracking | _____ | Starting point | _____ |
| 30-day number       | _____ | 60-day number  | _____ |
| 90-day target       | _____ |                |       |

### PRIORITY 3

|                     |       |                |       |
|---------------------|-------|----------------|-------|
| Action              | _____ | Owner          | _____ |
| What we're tracking | _____ | Starting point | _____ |
| 30-day number       | _____ | 60-day number  | _____ |
| 90-day target       | _____ |                |       |

# Check in three times

## 30-day check

Did we actually put the process in place? YES / NO

What is working?

---

What is getting in the way?

---

What needs to change before Day 60?

---

## 60-day check

Are we using the process consistently? YES / NO

What does the number say?

---

What adjustment are we making?

---

## 90-day check

Did the action work?

Starting \_\_\_\_\_ 90-day \_\_\_\_\_ Change \_\_\_\_\_

### What happens next?

#### Keep it

The process is working. Make it part of the salon's normal routine.

#### Change it

The idea is right, but something about the process needs adjusting.

#### Replace it

The problem was not what you thought, or another problem now deserves more attention.

Choose the next RED area and run another action.

## KEEP IT RUNNING

# Make the actions part of the routine

An action only works if it keeps running.



## Daily

Work unconfirmed appointments.

Respond quickly to cancellations.

Let your appointment-recovery process handle new openings

## Weekly

Review no-shows and late cancellations.

Review appointment-recovery results.

Look ahead for obvious capacity problems.

## Monthly

Run stylist coaching check-ins.

Review overdue clients.

Run win-back activity.

Review the results from your three priority actions.

## Quarterly

Compare your starting and ending numbers.

Keep the processes that worked. Adjust the ones that did not.

Choose your next three priorities.

## Then repeat.



# One connected system behind the actions

A cancellation policy, a coaching conversation, and a win-back message may seem like separate parts of your business. They are not. They all depend on the same things working together: your appointments, client history, team performance, communication, and reporting.

That is where SalonBiz can help.

## Protect your book

Put cancellation policies, pre-payment rules, waitlists, standing appointments, and booking tools behind the hours already on your calendar.

## See what's actually happening

Use reporting to understand client behavior, stylist performance, productivity, and where your schedule needs attention.

## Keep clients engaged

Use client history and marketing tools to identify overdue guests, support win-back activity, and create more consistent automated communication.

## Ready to put your three actions to work?

You already know where your salon needs attention. See how SalonBiz can help you protect more booked revenue, give your team clearer information, and keep more clients coming back.

[Book a demo](#)