



WORLD CLASS SERVICE. CAPTURE REVIEWS. FOLLOW UP.



WORLD CLASS SERVICE

What could you add to your guest's experience to make it "stellar"?

Do you promote Yelp reviews? How?

If not, how can you incorporate them into your workflow?



CAPTURE REVIEWS

Miranda says getting clients to post a picture with the review is KEY. What are two ways she makes it easy for this to happen organically?

- 1.
- 2.

Why is it important if the stylist's name is in the first two sentences of the Yelp review?




FOLLOW UP

When does Miranda Follow up with a client?

What does Miranda include when she is following up with a client that hasn't reviewed her on Yelp?

Why?


REFERRAL STRATEGY
WORLD CLASS SERVICE:

When you go above and beyond with your customer service, you become memorable as a stylist. Create an experience that is memorable and do something that separates you from other stylists.

CAPTURE REVIEWS:

Reviews are a big deal! ALL online platforms that host reviews are important! This includes Yelp, Google and social media. The better you can get at capturing reviews from your clients – the better.

FOLLOW UP:

Following up is important to touch base with your client and also ensure they are submitting a review. Once you set this strategy in place, it's easy!