

REFERRAL SYSTEM

LAUNCH GUIDE FOR BEST PRACTICES

ABOUT THE REFERRAL PROGRAM

- This is the #1 New Guest Driver in the industry, by far
- Top stylists use this tool to get busy
- Top stylists continue to use this tool, even if they are over 80% booked (*That's how they stay busy*)



235 3rd St South • at 3rd St S & 3rd Ave S
St Petersburg, FL • 727.820.3160
avedaon3rd.com • f @ p

RECEIVE A
\$25 GIFT
FOR AVEDA PRODUCTS

Just fill out this
give it to

**\$25
GIFT**

for Aveda products
when you refer a friend
to Aveda on 3rd!

FOR A FRIEND
\$20 GIFT
TOWARD YOUR NEW SERVICE

REFERRED BY:

EMAIL ADDRESS:

SERVICE WAS WITH:

PLEASE READ:
I've loved this because someone you know
loved it. Make an appointment and we'll
love you back! Your \$20 gift is valid
toward your next service valued at \$40 or more with
this card. Services and products can be
used for your \$40 minimum. First-time local
clients only. Please present this card at checkout.
• REFERRED TO

MM 32336



READ AND SHARE

◀ [this article](#) with your team

avedameansbusiness.com/referrals

THE OFFER

FOR THE NEW REFERRED CLIENT:

\$20 gift toward their first service for a new guest
(Uses discount code NEW20)

FOR THE EXISTING REFERRAL GUEST:

\$25 voucher for Aveda products
(Uses discount code REFER25)



THE SYSTEM INCLUDES

REFERRAL CARDS

with perforation: one offer for existing guest and one offer for new guest

CARD STANDS

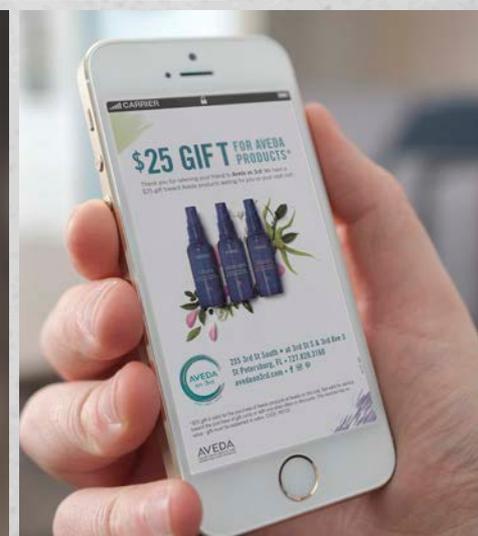
for display at stylist stations;
AVAILABLE HERE

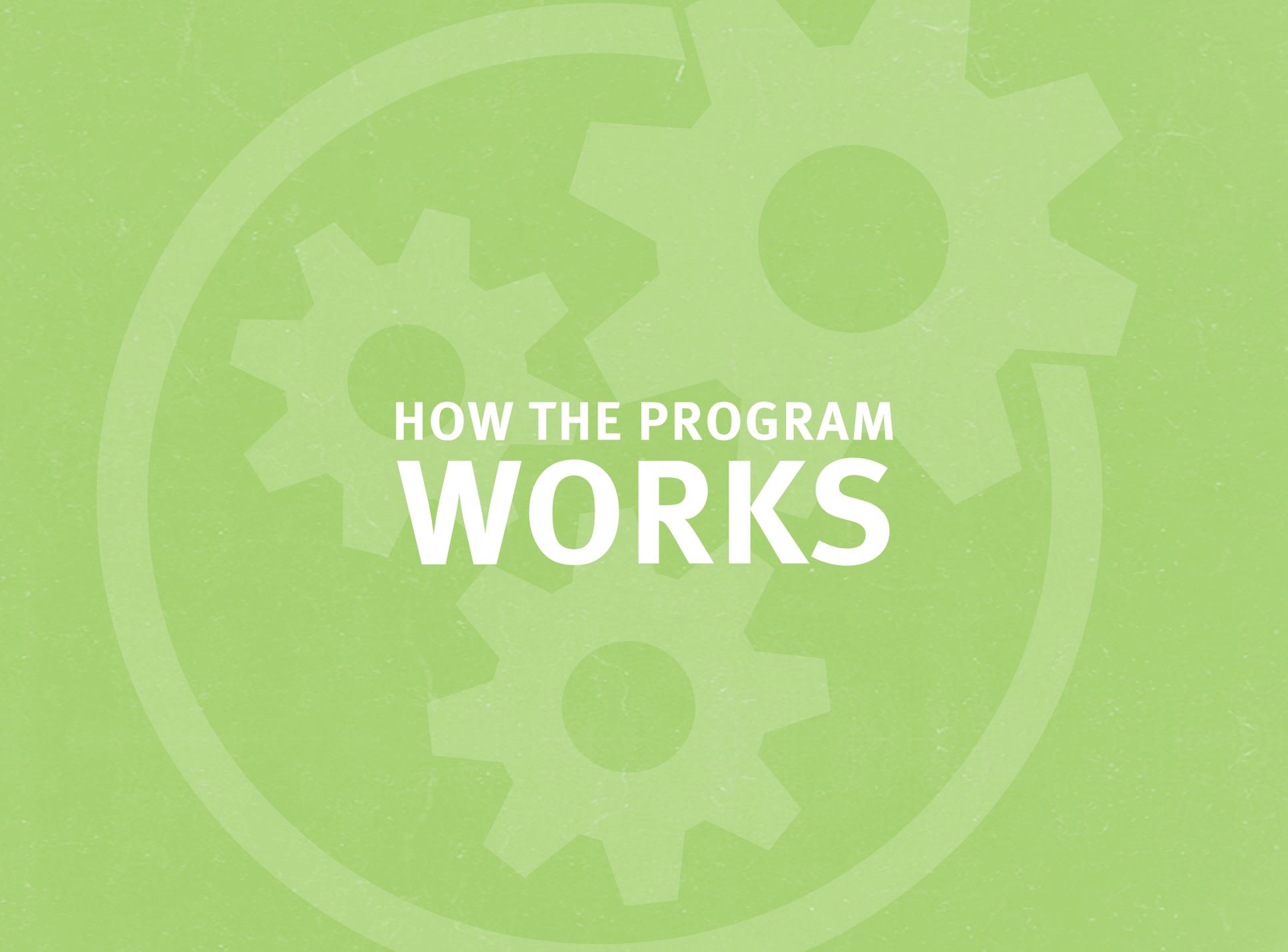
MIRROR CLINGS

at stylist stations, to start the conversation in the chair

DIGITAL VOUCHER

to notify existing guests of their reward



The background is a solid light green color. Overlaid on this background are several faint, semi-transparent gear icons of varying sizes and orientations, creating a mechanical or industrial theme. The gears are centered around the text.

HOW THE PROGRAM **WORKS**

Distributing the Referral Cards: **THE STYLISTS**

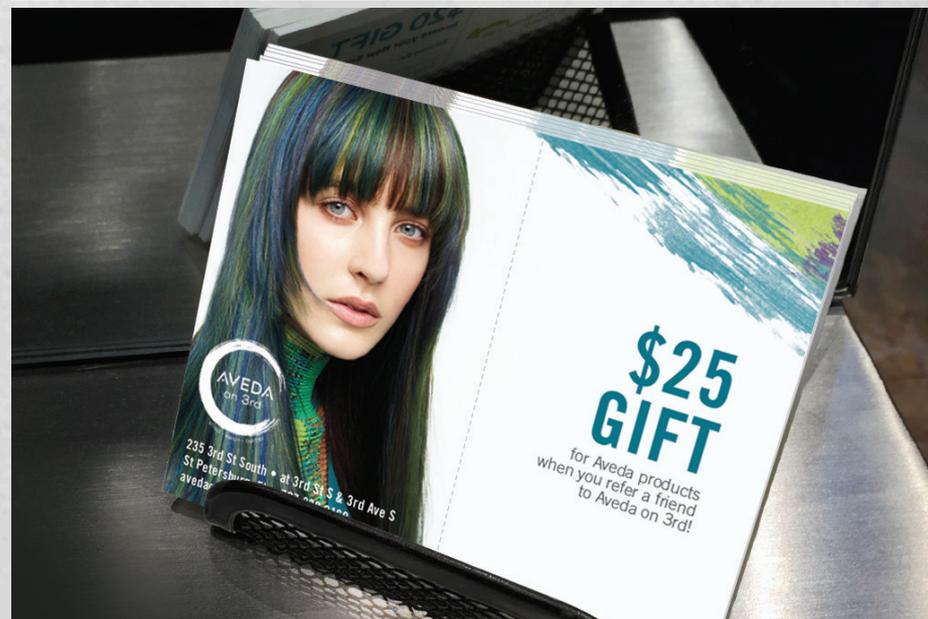
Stylists offer referral cards to happy guests who they connect with.

We recommend trusting your stylists to know who and when to give these cards. Not every guest will receive a referral card from a stylist and some will receive more than one card.



Distributing the Referral Cards: **THE STYLISTS**

The mirror clings, and the referral card displays at the stylist stations will prompt conversations with guests, if a guest is interested.



Distributing the Referral Cards: **THE FRONT DESK**

The front desk:

**GIVES A CARD TO EVERY
GUEST, EVERY VISIT.**

(This will **DOUBLE RESULTS.**)



Distributing the Referral Cards: **FRONT DESK TIPS**

- ✓ **Don't ask if your guest wants a referral card** – just hand it to the guest with their products/receipts/appointment card.
- ✓ **Give a card to every guest, every visit:** this means that guests will receive more than one card. (Most guests will refer more than one friend.)





**OPERATIONAL AND TRAINING
CHECKLIST**

SOFTWARE SETUP

- ✓ Create the discount code for \$20 New Guest offer: **NEW20**
- ✓ Create the discount code for the \$25 Aveda Voucher: **REFER25**



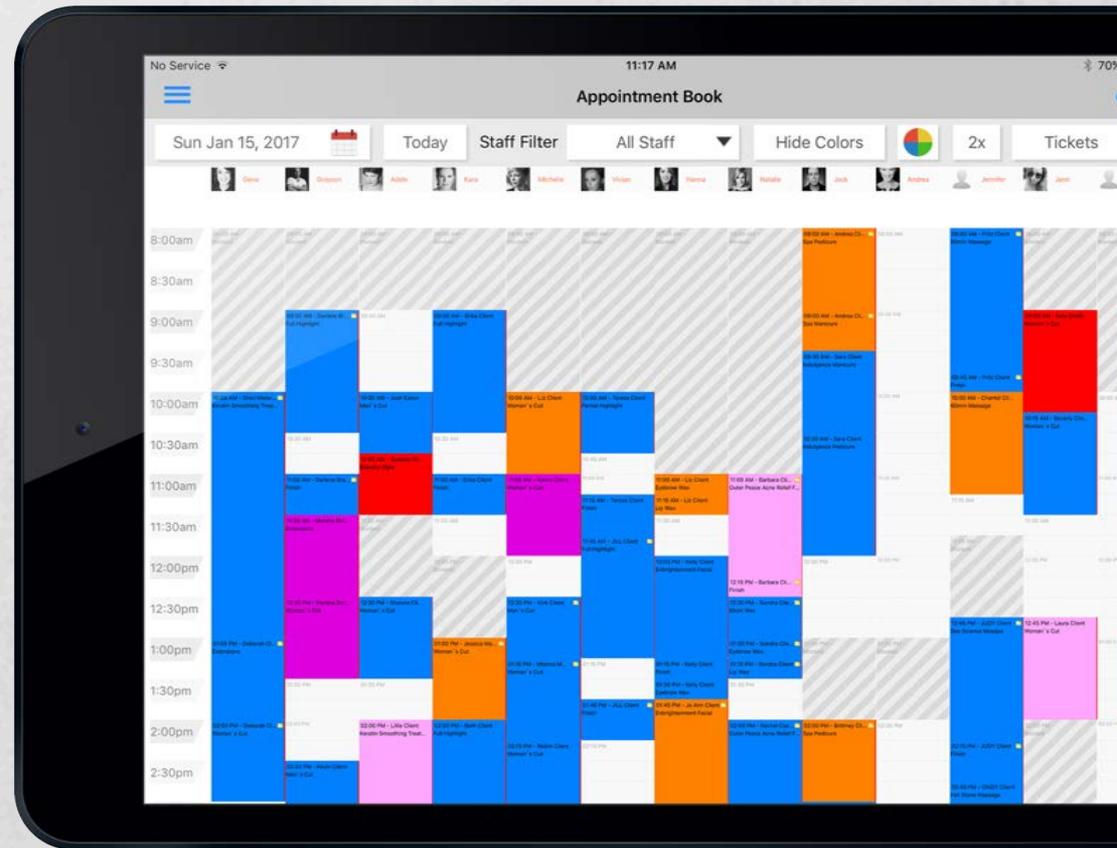


TRAIN YOUR TEAM
ON PROCEDURES

BOOKING

THE NEW REFERRED GUEST:

- **Color code appointment** to alert team that it is a new referred guest
- **Add a pop-up note** in the profile of the guest who referred them



GREETING

THE NEW REFERRED GUEST:

- **Mention the guest who referred them:**

“Hi Sarah! Nice to meet you. We are so happy that Lisa referred you to us.”



CHECKING OUT

THE NEW REFERRED GUEST:

- Use the discount code: **NEW20**
- Add a pop-up note in the existing guest's profile that [name] has come in

FOR A FRIEND
\$20 GIFT
TOWARD YOUR NEW SERVICE

REFERRED BY:
Lisa

EMAIL ADDRESS:
Lisa23@gmail.com

MY SERVICE WAS WITH:
Jared

THE DETAILS, PLEASE READ:
You've received this because someone you know thinks you'll love us. Make an appointment and we'll make sure you love your look! Your \$20 gift is valid toward a new service valued at \$40 or more with select service providers. Services and products can be combined to reach your \$40 minimum. First-time local customers only. Please present this card at checkout. Sorry, not valid with other offers or discounts. No cash value. CODE: REFER20

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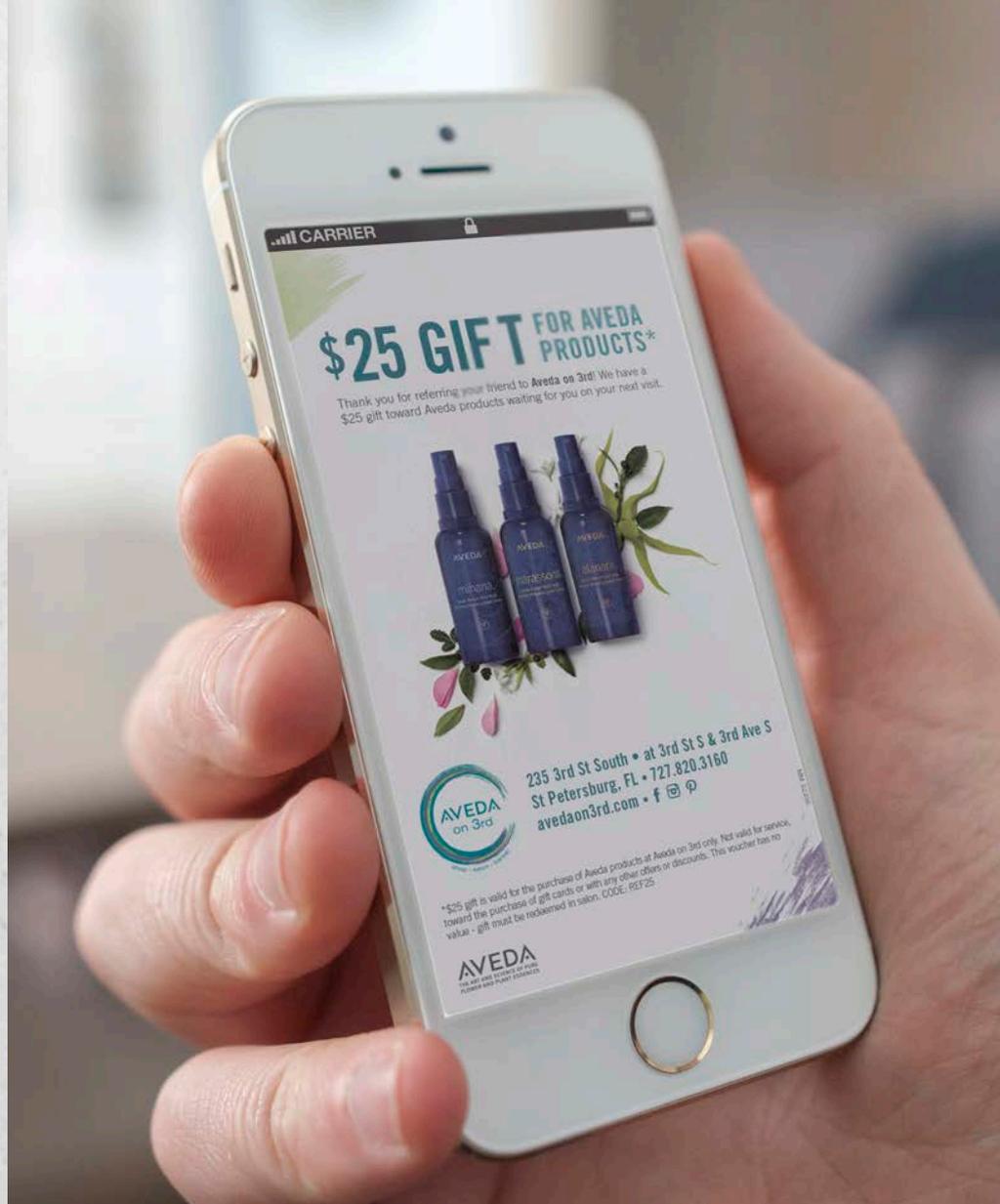
SENDING AN EMAIL

TO THE EXISTING GUEST
WITH A REWARD VOUCHER:

Hi Lisa!

Your friend Sarah came in for a service this week! Thank you so much for referring her! To thank you, we have a \$25 gift toward Aveda products with your name on it. See you soon!

You may also choose to call the referring guests to thank them for sending in a friend.



The background features a row of seven semi-transparent, light green silhouettes of various skincare products, including bottles and tubes, arranged horizontally across the middle of the frame. The text is centered over these silhouettes.

REWARDING

THE EXISTING GUEST

GREETING

THE EXISTING GUEST:

- **When checking in the existing guest:**

Greet guest and thank them for referring their friend. (Use the referred friend's name.)
Remind them they have a \$25 gift toward Aveda products.



AFTER SERVICE

WITH EXISTING GUEST:

- Recommend new products they might like
- Introduce them to new domains and product lines



CHECKING OUT THE EXISTING GUEST:

- Use the discount code:
REFER25





MEASUREMENT AND TRACKING

At St. Petersburg (TSP Masters Studio)

Discount Summary from 1/1/2017 to 1/31/2017

WEEKLY DISCOUNT SUMMARY REPORT

- Designate one person to pull report every Monday, and send to owners and managers

(Measuring weekly, rather than monthly, allows you to coach in the moment and handle challenges quickly.)

Ticket Line Discounts			Amount
Discount	# of Tickets	Discount Qty	
Aveda25	3	3	\$75.00
Existing Pure Privilege Membership	1	1	\$74.25
Gae 20% Off	16	16	\$175.00
Guest Challenge	9	9	\$337.00
Menu20	6	6	\$120.00
Merry20	1	1	\$20.00
Model	5	5	\$194.00
Petrillo 30%	14	14	\$152.40
Petrillo Comp	27	42	\$963.00
Post50	2	2	\$100.00
Professional Discount	1	1	\$15.00
Pure Privilege Birthday Composition	13	13	\$299.00
Refer20Service	8	8	\$160.00
Staff Hair, Body, Makeup 50% Off	12	45	\$290.50
Web20	42	14	\$547.50
Total	14	192	\$3,802.65

Ticket Line Discounts by Category			Amount
Category	# of Tickets	Discount Qty	
Customer	90	90	\$2,065.50
Employee	42	45	\$547.50
No Category	1	1	\$74.25
Petrillo	1	56	\$1,115.40
Total	41	192	\$3,802.65

Entire Ticket Discounts			Amount
Discount	# of Tickets	Discounted Items	
Merry20	15	35	\$320.00
Newco	1	1	\$25.00
Petril	1	2	\$16.80
Refer	3	8	\$60.00
Refer	11	31	\$275.00
Web	8	27	\$160.00
Total		104	\$856.80



BENCHMARK FOR RESULTS IS 15% OF SERVICE TRANSACTIONS

For example, with every 100 service transactions, you should be receiving 15 newly referred guests.

Average results for a 6-chair salon that is 60% booked is 24 new guests a month.



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your \$40 minimum. First-time local
use, present this card at checkout.
Other offers or discounts.
REFERR20

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MANAGEMENT TIP:

OBSERVE THE FRONT DESK regularly to make sure referral cards are being handed out to every guest, every visit. Coach or praise accordingly.



**PREPARING FOR
LAUNCH**

HOST A TEAM MEETING

ATTENDEES: STYLISTS, FRONT DESK AND MANAGERS

- Explain the program
- Share referral success stories
- Discuss questions or concerns
- Announce referral contest: Prize for the stylist who receives the most referrals

If you would like help making this exciting and motivating, contact your SDP!





**“I TRIED TO SET UP RULES
AND THEN I REALIZED,
NO ONE WOULD FOLLOW
THEM UNLESS THEY WERE
A PART OF CREATING THEM.”**

- Lupe Voss

from her panel at Dare to Dream, 2016

Source: Modern Salon

PLACE PROMOTIONAL MATERIALS

- **Mirror Clings** are placed on every stylist station
- **Referral cards** displayed at every stylist station
- **Front Desk** stocked





MANAGEMENT TIP:

DESIGNATE ONE PERSON to make sure that referral cards are replenished at the front desk, and at stylist stations every week.



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TO ORDER CARDS

Contact Imaginal Marketing Group

We can help you determine the quantity for your initial order if you let us know your average number of service transactions per month.

 [imaginalmarketing.com](https://www.imaginalmarketing.com)

 985.792.0991

 hello@imaginalmarketing.com

IMAGINAL MARKETING GROUP