

# 50 High-Margin Salon Upsells Guide

In [episode 57](#) of Marketing 100 on [The Salon Business Show](#), salon experts Kayle and John, along with Daniela Woerner (CEO of Addo Aesthetics), reveal three ways to boost salon profits without adding hours. This guide implements their third strategy: strategic service enhancements that can add thousands in revenue while enhancing your clients' experience.



## Table of Contents

1. Introduction
  2. Hair Service Upsells
  3. Skincare & Facial Upsells
  4. Nail Service Upsells
  5. Massage & Body Treatment Upsells
  6. Retail Product Upsells
  7. Implementation & Training Guide
  8. Marketing Your Upsells
  9. Tracking Success
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## 1. Introduction

### Why Upsells Matter

Strategic upsells can increase your revenue by 10-30% without requiring additional appointment times. This guide provides 50 proven, high-margin service enhancements that clients actually want but are rarely offered.

### How to Use This Guide

- Review all upsell opportunities
- Select 3-5 to implement initially
- Train your team on offering techniques
- Track which upsells perform best
- Gradually introduce additional options

Remember: The goal is to enhance the client experience while increasing your "revenue per hour per room."

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## 2. Hair Service Upsells

### Quick Add-Ons (5-15 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
Scalp Massage	5-10 minute massage with essential oils	\$0.50-\$1.50	\$15-25	90-95%	During shampoo
Deep Conditioning	Premium mask with heat application	\$2-4	\$20-30	85-90%	After shampoo
Bond Builder	Strengthening treatment for color services	\$3-7	\$25-35	80-85%	During color process
Gloss Treatment	Clear or tinted shine enhancer	\$5-8	\$30-45	75-85%	After color service
Hair & Scalp Analysis	Digital microscope assessment	\$0.50	\$20-25	95-98%	Before service begins
Root Touch-Up Spray	Application of color-extending product	\$1-2	\$10-15	85-90%	After service completion

<b>Style Refresher</b>	10-minute refresh between appointments	\$1-2	\$20-25	90-95%	Between full appointments
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## Premium Add-Ons (15-30 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
<b>Keratin Express</b>	Mini smoothing treatment	\$10-15	\$75-95	80-85%	Add-on to blowout
<b>Hair Detox</b>	Clarifying treatment for product buildup	\$3-5	\$35-45	85-90%	Before color service
<b>Scalp Exfoliation</b>	Remove buildup and stimulate follicles	\$2-4	\$30-40	90-95%	Before shampoo
<b>Custom Color Booster</b>	Personalized color enhancer	\$5-8	\$40-55	85-90%	During color service
<b>Hair Botox</b>	Smoothing, anti-frizz treatment	\$12-18	\$80-120	80-85%	After color service
<b>CBD Scalp Treatment</b>	Soothing treatment for sensitive scalps	\$4-8	\$40-60	85-90%	During consultation

# Offer Script

Unset

"While I have you in the chair today, would you like to enhance your service with a 10-minute scalp massage? It's just \$20 and helps the color absorb better while giving you a moment to relax."

## 3. Skincare & Facial Upsells

### Quick Add-Ons (5-15 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
LED Light Therapy	Targeted light treatment	\$1-2	\$20-45	90-95%	During mask setting time
High-Frequency	Acne/blemish spot treatment	\$0.50-1	\$15-25	95-98%	After extractions
Algae/Specialty Mask	Premium treatment mask	\$3-6	\$25-35	80-85%	Replace standard mask
Gua Sha Facial	Stone massage technique	\$0-1	\$20-35	95-100%	During massage step
Dermaplane	Physical exfoliation	\$1-3	\$30-45	90-95%	Before treatments
Targeted Serums	Specialty concentrate application	\$3-5	\$20-30	75-85%	Before moisturizer

<b>Brow Tint</b>	Quick color enhancement	\$1-2	\$15-25	90-95%	During mask time
<b>Facial Cupping</b>	Circulation enhancement	\$0.50-1	\$20-30	95-98%	During massage step

### Premium Add-Ons (15-30 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
<b>Microcurrent</b>	Muscle toning treatment	\$2-4	\$40-60	90-95%	After cleansing
<b>NuFace/Microcurrent</b>	Device-assisted facial toning	\$2-3	\$45-65	95-98%	After cleansing
<b>Chemical Peel Booster</b>	Enhanced exfoliation	\$5-10	\$50-75	85-90%	After cleansing, before massage
<b>Neck &amp; Décolleté</b>	Extended treatment area	\$2-4	\$30-45	90-95%	Throughout facial
<b>Collagen Eye/Lip Mask</b>	Targeted area treatment	\$4-8	\$25-35	75-80%	During mask time
<b>Hand Rejuvenation</b>	Anti-aging hand treatment	\$3-5	\$25-35	85-90%	During mask setting

# Offer Script

Unset

"I notice your skin could benefit from additional hydration today. Would you like to upgrade to our specialty algae mask for just \$25? It provides intense moisture and brightening that you'll notice right away."

## 4. Nail Service Upsells

### Quick Add-Ons (5-15 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
Nail Art (Simple)	Basic designs on 1-2 nails	\$0.50-2	\$10-15	85-95%	During color application
Cuticle Oil Treatment	Intensive oil treatment	\$0.25-0.50	\$5-10	95-98%	After service
Callus Treatment	Targeted rough spot treatment	\$1-3	\$15-25	88-95%	During pedicure
Paraffin Dip	Wax moisturizing treatment	\$1-3	\$15-25	88-95%	During processing time
Nail Strengthener	Reinforcing base coat	\$0.50-1	\$8-15	90-95%	Before color
Extended Massage	Additional 5-10 min massage	\$0-0.50	\$10-15	95-100%	During service

<b>Chrome/Specialty Finish</b>	High-shine or metallic finish	\$2-4	\$10-20	80-90%	During color application
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### Premium Add-Ons (15-30 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
<b>Nail Art (Complex)</b>	Detailed designs	\$3-8	\$30-60	85-90%	After base color
<b>Gel Extension Removal</b>	Proper soak-off and treatment	\$1-3	\$20-30	90-95%	Before new service
<b>French/Ombre</b>	Classic or modern technique	\$2-5	\$15-25	80-90%	During color application
<b>CBD Soak</b>	Relaxing, anti-inflammatory	\$3-6	\$20-30	80-90%	Initial soak
<b>Collagen Gloves/Booties</b>	Intensive moisture treatment	\$5-8	\$25-35	75-85%	During processing

### Offer Script

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"Your nails look perfect for some simple nail art! For just \$10, I can add a beautiful accent design on two nails that will make your manicure really stand out. Would you like to try it?"

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## 5. Massage & Body Treatment Upsells

### Quick Add-Ons (5-15 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
<b>Hot Stones</b>	Targeted stone placement	\$0.50-1	\$15-25	95-98%	During massage
<b>Aromatherapy</b>	Custom essential oil blend	\$1-3	\$10-15	80-90%	Throughout service
<b>Scalp Massage</b>	5-10 minute add-on	\$0-0.50	\$15-25	98-100%	During service
<b>Foot Scrub</b>	Exfoliation treatment	\$1-2	\$15-20	90-95%	Beginning of massage
<b>CBD Oil Upgrade</b>	Anti-inflammatory enhancement	\$3-6	\$20-30	80-90%	Throughout service
<b>Spot Cupping</b>	Targeted tension release	\$0.50-1	\$15-25	95-98%	During treatment
<b>Hot Towel Service</b>	Warm compression	\$0.50-1	\$10-15	90-95%	Throughout service



## Premium Add-Ons (15-30 minutes)

Upsell	Description	Cost	Suggested Price	Profit Margin	Implementation
<b>Body Scrub</b>	Partial exfoliation treatment	\$3-7	\$40-60	85-95%	Before massage
<b>Dry Brushing</b>	Circulation enhancement	\$0.50-1	\$20-30	95-98%	Before massage
<b>Specialty Masks</b>	Targeted treatment (back, etc.)	\$5-10	\$35-50	80-90%	During service
<b>Paraffin Treatment</b>	Hands or feet wax treatment	\$2-4	\$25-35	85-95%	During massage
<b>Extended Focus</b>	Additional time on problem area	\$0	\$25-35	100%	During service

## Offer Script

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"I notice you have tension in your shoulders. Would you like me to incorporate hot stones for an additional \$20? They help penetrate deeper into those tight muscles."

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# 6. Retail Product Upsells

## Service-to-Retail Connections

Service	Suggested Product	Cost	Retail Price	Profit Margin	Selling Point
Color Service	Color-extending shampoo	\$8-12	\$22-30	60-70%	Maintains color 2× longer
Blowout	Heat protectant	\$7-12	\$20-28	55-65%	Prevents damage & extends style
Facial	Treatment serum	\$15-30	\$40-85	60-75%	Enhances professional results
Massage	Bath soak	\$5-10	\$18-30	65-75%	Extends relaxation at home
Manicure	Cuticle oil	\$3-7	\$12-22	65-75%	Extends manicure life
Styling	Texture spray	\$8-12	\$24-32	60-70%	Recreates salon look at home

## Offer Script

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"To maintain those gorgeous highlights between appointments, I recommend this purple shampoo. Use it once a week, and your color will stay bright and brass-free. Would you like to add it to your checkout today?"

# 7. Implementation & Training Guide

## Step 1: Select Your Initial Offerings

Choose 3-5 upsells based on:

- Current client needs
- Staff capabilities
- Low implementation cost
- High profit margin
- Minimal additional time

## Step 2: Staff Training Protocol

1. **Knowledge Training**
  - Product/service details
  - Benefits to clients
  - Timing and execution
2. **Sales Training**
  - When to offer (consultation stage)
  - How to suggest naturally
  - Overcoming objections
  - Avoiding "pushy" language
3. **Practice Sessions**
  - Role-play scenarios
  - Feedback and refinement
  - Tracking and goals

## Step 3: Tracking Success

Create a simple tracking system:

- Upsells offered vs. accepted
  - Revenue generated per service
  - Most popular upsells
  - Staff performance
  - Client feedback
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## 8. Marketing Your Upsells

### In-Salon Promotion

- **Menu Inserts:** Beautiful descriptions of enhancement options
- **Bathroom Signage:** Elegant, informative displays
- **Reception Displays:** Sample products/before-after images
- **Digital Screens:** Rotating service highlights

### Social Media Strategies

Platform	Content Type	Example
Instagram	Before/After Stories	"Swipe to see the difference our CBD scalp treatment makes!"
Facebook	Educational Posts	"5 Reasons to Add LED Therapy to Your Facial"
TikTok	Quick Demos	"Watch this 30-second transformation with our gloss treatment"
Email	Monthly Special	"This month only: Add a paraffin treatment to any service for \$15"

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## 9. Scripts & Language Guide

### Effective Phrasing

#### ✓ DO SAY:

- "Would you like to enhance your service with..."
- "I recommend adding... based on what you've shared about your concerns"
- "Many clients love adding... to their routine service"
- "For just \$X more, we can address that concern with..."

#### ✗ DON'T SAY:

- "Would you like to spend more money today?"
- "Do you want to upgrade?" (too vague)
- "This is what you really need..." (too pushy)
- "Everyone gets this add-on" (pressure tactic)

### Timing Your Offer

When to Offer	Effectiveness	Example
<b>During consultation</b>	Highest success rate	"Based on your hair's condition, I'd recommend adding our bond builder today."
<b>While shampooing</b>	Good for relaxation services	"Would you enjoy a scalp massage while I shampoo? It's just \$15 extra."
<b>Mid-service</b>	Good for visual enhancement	"Now that I see your color developing, a gloss treatment would really make these highlights pop."
<b>During waiting periods</b>	Excellent opportunity	"While your color processes, would you like to add a hand treatment for \$15?"
<b>At checkout</b>	Good for retail/next visit	"To maintain today's results, I recommend scheduling a gloss refresh in 4 weeks."

## Handling Objections

Objection	Effective Response
"That's too expensive"	"I understand. We could do a mini version for just \$X that still gives you great results."
"I don't have time today"	"No problem. We can schedule it for your next visit, or I can show you a shorter version that fits today's timeline."
"I need to think about it"	"Of course. Let me give you our enhancement menu to take home. We can always add it next time."
"What's the benefit?"	"Great question! This treatment specifically helps with [client's stated concern] by [explanation of benefit]."
"I didn't budget for extras"	"I completely understand. Would you like me to make a note to discuss this option for your next appointment?"

## Measuring Success

Track these metrics for each upsell offering:

- **Attachment Rate:** Percentage of clients who accept the upsell
- **Average Ticket Increase:** Additional revenue per client
- **Client Satisfaction:** Feedback after experiencing the upsell
- **Rebooking Rate:** Did clients with upsells rebook more frequently?
- **Staff Comfort Level:** Team confidence in offering enhancements

*Remember: The goal is to enhance your client's experience while increasing your revenue per hour. When presented properly, upsells create win-win situations where clients receive additional value and you increase profitability.*

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Created with insights from TheSalonBusiness.com and Spa Marketing Made Easy.

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