

Cross-Selling Scripts - The Art of Effortless Recommendations

From [episode 61](#) of Marketing 100 on [The Salon Business Show](#). These ready-to-use scripts and conversation guides will help your team naturally introduce new services to the right clients at the right time. Simply choose the relevant client type, customize the highlighted sections with your specific services and prices, and start growing your revenue through effective cross-selling.

The Golden Rules of Natural Cross-Selling

- **Start With Curiosity:** Ask questions that reveal needs before suggesting solutions
- **Connect Through Storytelling:** "I had a client just like you who tried..."
- **Use the Magic Phrase:** "Have you ever considered...?" (opens minds without pressure)
- **Timing Is Everything:** Catch them relaxed, not rushed
- **Make It About Them:** Frame recommendations as solutions to their specific concerns
- **Plant Seeds Naturally:** Some clients need to hear about a service 3 times before booking

The Perfect Moment: When To Bring It Up

Client State	Perfect Timing	Why It Works
Relaxed during processing	5-10 minutes into processing	They're settled and receptive
During consultation	After they've shared concerns	Shows you're listening and problem-solving
While admiring finished result	During the "reveal" moment	They're in a positive, appearance-focused mindset
When they complain about a problem	Right after acknowledging their frustration	You're offering solutions, not just selling
During catch-up chat	When conversation naturally turns to self-care	Feels like friendly advice, not selling

The Psychology Behind Successful Cross-Selling

- Clients trust recommendations from someone already caring for them
- 78% of clients prefer discovering services from their stylist vs. advertising
- Referencing other clients creates social proof ("Many of my clients with your hair type...")
- Personalized suggestions feel like care, not selling

Client-Specific Conversation Starters

For The Always-Photographed Client

Introducing Lash Services: > "I noticed on your Instagram that you're always taking photos. My client Jessica—she's a realtor too—started getting lash extensions and says she saves 20 minutes every morning not applying mascara. Plus she's always camera-ready. Would you like to see her before and after?"

For Introducing Brow Mapping: > "Since you mentioned those photos for work, have you ever tried our brow mapping service? It's incredible how precisely shaped brows frame your features in photos. I could introduce you to Alex who does mine—she's just on the other side of the salon."

For The Stressed Executive

For Introducing Scalp Treatments: > "You mentioned your job's been intense lately. Something that's been life-changing for my clients with high-stress jobs is our scalp treatment with CBD oil. It's literally 15 minutes of pure relaxation, and as a bonus, it stimulates hair growth. We could add it to your next appointment if you'd like a little stress reliever."

For Introducing Express Facials: > "I know your schedule is packed, but our esthetician Julie created this 20-minute executive facial specifically for clients like you. You can actually get it done while your color processes—so no extra time commitment. My client Michael—he's a CFO—gets it every visit and says it's his secret weapon before big meetings."

For The Special Occasion Client

For Introducing Makeup Services: > "You mentioned your daughter's wedding is coming up. Have you thought about your makeup plan? Our artist Emma specializes in photography-ready makeup that still looks natural in person. She could do a trial run during your next appointment if you'd like to see her work."

For Introducing Hand Treatments: > "Since you'll be in all those wedding photos—and everyone will be looking at your hands with the mother-of-the-bride corsage—you might love our paraffin hand treatment. It makes an amazing difference in how your hands look in close-up photos. Should I see if we have time to add that today?"

For The Routine-Loving Regular

For Introducing Seasonal Treatments: > "You know, since you come in so regularly for your color, you might be perfect for our Seasonal Member program. You'd get a customized scalp treatment each season to address what your hair needs throughout the year—hydration in winter, clarifying in summer. It's like a weather insurance policy for your hair. Would you like me to grab you the details?"

For Introducing Product Bundles: > "Since I know you're religious about your hair care routine, I wanted to mention our home care bundles. It's basically the full professional system at 15% off when purchased together. It's what I use at home and it makes such a difference in maintaining your color between visits."

Turning Client Complaints Into Opportunities

When They Say...	You Respond With...
"My makeup never stays on"	"That's frustrating! Have you tried our primer facial? It creates this incredible smooth base that helps makeup last hours longer."
"I hate how my hands look lately"	"Hands can really show stress and age. Our paraffin treatment with collagen takes years off in 15 minutes. Sarah could actually do that while your color processes today."
"My hair gets so frizzy between visits"	"Frizz is usually a sign your hair is craving moisture. Our deep conditioning treatment uses heat to help it penetrate. Many clients say it gives them an extra week of good hair days between appointments."
"I never have time for self-care"	"I hear that from so many clients! That's actually why we created our 'efficiency menu'—treatments that can be done simultaneously with your hair service so you don't need extra time."

Role-Playing Scenarios (Practice With Team Members)

Scenario 1: The Subtle Introduction

Client: *Mentions being tired of their morning routine taking so long*

Stylist: "You know, I've had several clients simplify their routines with lash lifts. It's basically like a

semi-permanent curl and tint for your natural lashes. Removes the need for mascara entirely."

Client: "That sounds interesting but probably expensive."

Stylist: "It's actually \$XX, and lasts about 6-8 weeks. If you break it down, most clients find it's less than they spend on mascara, especially the high-end ones. Plus the time savings! Would you like to see some before and afters?"

Scenario 2: The Service Connection

Stylist: *While applying color* "Your hair has such beautiful natural dimension. Have you ever considered a gloss treatment between your regular color appointments? It would really maximize your shine."

Client: "I've never heard of that. What exactly is it?"

Stylist: "It's a quick 20-minute service that refreshes your color and adds incredible shine. Many of my clients come in for just a gloss halfway between their regular appointments. It's like a filter for your hair in real life! Should I note in your file to remind you about it when you're due for a refresh?"

Quick-Reference Approach Guide

Keep this at your station for quick reference:

OBSERVE → CONNECT → SUGGEST → REASSURE → INVITE

1. Notice something about the client
2. Connect it to a service or product
3. Suggest specifically how it would benefit them
4. Reassure with examples/testimonials
5. Invite them to try with a question

The Perfect Three-Sentence Formula:

1. Observation: "I noticed you mentioned/have..."
 2. Solution: "Many clients with similar [concern/feature] love our..."
 3. Question: "Would you like to hear more about how it works?"
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Implementation Tips

- **Create A Referral Path:** Know exactly who to introduce clients to for each service
- **Have Visual Aids Ready:** Keep before/after photos on your phone, organized by service
- **Start With Your Best Clients:** Practice with regulars who already trust you
- **Track What Works:** Note which services resonate with which client types
- **Celebrate Success:** Share cross-selling wins with your team for motivation