One Big Media Company

💇 GOHIGHLEVEL SNAPSHOT · SALONS & BARBERSHOPS

Salon Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to salon

Your buyer: An independent hair salon, barbershop or small salon suite business with a handful of stylists or barbers. Their revenue depends on clients rebooking on a regular rhythm, keeping no-shows low and filling the quiet midweek chairs.

Why they buy:

- Clients leave happy but don't rebook, then drift to another salon
- No-shows and last-minute cancellations wipe out paid chair time
- Tuesdays and Wednesdays sit half empty while Saturdays are slammed
- New-client inquiries from Instagram and Google get answered hours later, or never
- Lapsed clients are sitting in the booking system with no one inviting them back

Suggested resale pricing

Setup fee	Monthly
$497-$1,297	$197-$497

Salons are price-sensitive, so lead with a modest monthly fee and show the value of rebooked visits and filled midweek chairs. Add Instagram content or Google profile management to move up the range.

Salon owners buy fuller books, not leads. Pitch the snapshot as a chair-filling system: rebooking reminders, no-show protection and the midweek fill-up campaign. Run the lapsed-client reactivation in week one for a quick win, then stay on retainer by managing Instagram and Google lead flow and reporting rebook rate, no-shows and new reviews each month.

CLOSE

Pitch script

Can I ask you something? When a client leaves your chair happy, what makes sure they book their next visit? For most salons it's hoping they remember, and that's where clients drift. We install a system that texts new inquiries back within seconds, confirms every appointment with your 24-hour policy, and sends reminders so fewer people no-show. After a first visit, it invites the client to lock in their next appointment. When someone is due, based on how often they usually come in, it reminds them. And when your Tuesdays look empty, one tag sends your flexible clients a first-pick invitation for those openings. It also asks happy clients for Google reviews and brings lapsed clients back. Your team keeps doing hair; the follow-up runs itself. We can have it live in about a week. Want to see what it would look like with your salon's name on it?

Cold email

Subject: Empty chairs midweek?

Hi [Name],

I help salons and barbershops in [City] keep their books full without constant discounting.

We set up a system that texts new inquiries within seconds, sends reminders with your cancellation policy to cut no-shows, and reminds clients when they're due to rebook. When midweek looks quiet, one click invites your flexible clients to grab those openings.

It also asks happy clients for Google reviews and brings lapsed clients back.

Open to a 15-minute call next week to see it built for your salon?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help salons in [City] cut no-shows and fill slow weekdays with automated rebooking texts. Worth a quick 15-min look this week?

Social DM

Hi [Name], your work is gorgeous! We set up automated rebooking and midweek fill-up texts for salons. Happy to send a 2-minute demo if you're curious.

DELIVER

Offers & onboarding

Offer ideas for the client

- New-client discount on the first visit with a booked consultation
- Pre-book reward: a small perk for booking the next visit before leaving
- Midweek perk: a free add-on (gloss, conditioning, beard oil) on Tuesday and Wednesday bookings
- Returning-client offer for anyone who hasn't visited in 90+ days
- Holiday, prom or wedding-season packages with priority booking

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to reply**: Answer every new inquiry within 5 minutes during open hours
- **No-show rate**: Keep no-shows as low as possible and lower them each quarter
- **New-client rebook rate**: Get most first-time clients to book a second visit
- **Midweek fill**: Fill a steady share of open midweek slots from each workflow 21 send
- **Lapsed clients returned**: Bring back a steady number of lapsed clients every reactivation send
- **New Google reviews**: Earn several new 5-star reviews every month

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.