

## **Barber In-Chair Membership Conversion Script**

Designed to achieve 30%+ trial-to-membership conversion rate.

### **Phase 1 – Early Seed (First 5–10 Minutes)**

Ask during consultation:

- "So how often do you usually get your haircut?"

Follow with:

- "Most of our regulars are in every 3–4 weeks — that's how they keep it looking sharp consistently."

Purpose: Plant behaviour expectation early without mentioning membership.

### **Phase 2 – Identity Anchor (Mid Cut)**

Say casually during the cut:

- "You've got good hair for this style. If you kept this tight every few weeks it would always look this clean."

Purpose: Anchor identity and reinforce future visits.

### **Phase 3 – Post-Reveal Emotion Moment**

After showing the mirror:

- "Massive difference, isn't it?"
- "If you kept that fresh every month, you'd never have the awkward in-between phase."

Purpose: Link emotional satisfaction to ongoing routine.

## Phase 4 – The Logic Close (Checkout)

Introduce membership naturally:

- "Most lads who come every few weeks end up joining membership. It works out better value and guarantees their slot."
- "If you came once a month, you'd be spending around £X per year anyway. Membership spreads it and gives you priority booking."
- "Would you be more of a once-a-month guy or every 3–4 weeks?"

Purpose: Reframe decision from joining to frequency choice.

### If They Show Interest

- "Based on that, the [X] plan would suit you best."
- "There's no joining fee. You can cancel anytime. Most guys stay because it just makes life easier."

Pause and allow decision.

### If They Hesitate

- "No pressure at all. Just think about how often you're realistically going to come in."
- "If you decide later, you can upgrade through the app."

Remove pressure while keeping door open.

### Psychology Behind the Script

- Behaviour first, product second
- Identity before price
- Logic after emotion
- Assumptive language
- No discount positioning
- Confidence-driven delivery

### Conversion Metrics to Track

From 50 trials per month:

- Target: 15+ new members (30% conversion)
- If below 20%, review script execution.
- If above 35%, consider scaling trial volume.

Final Principle:

Barber confidence drives conversion. Membership must feel normal and logical, not pushy.