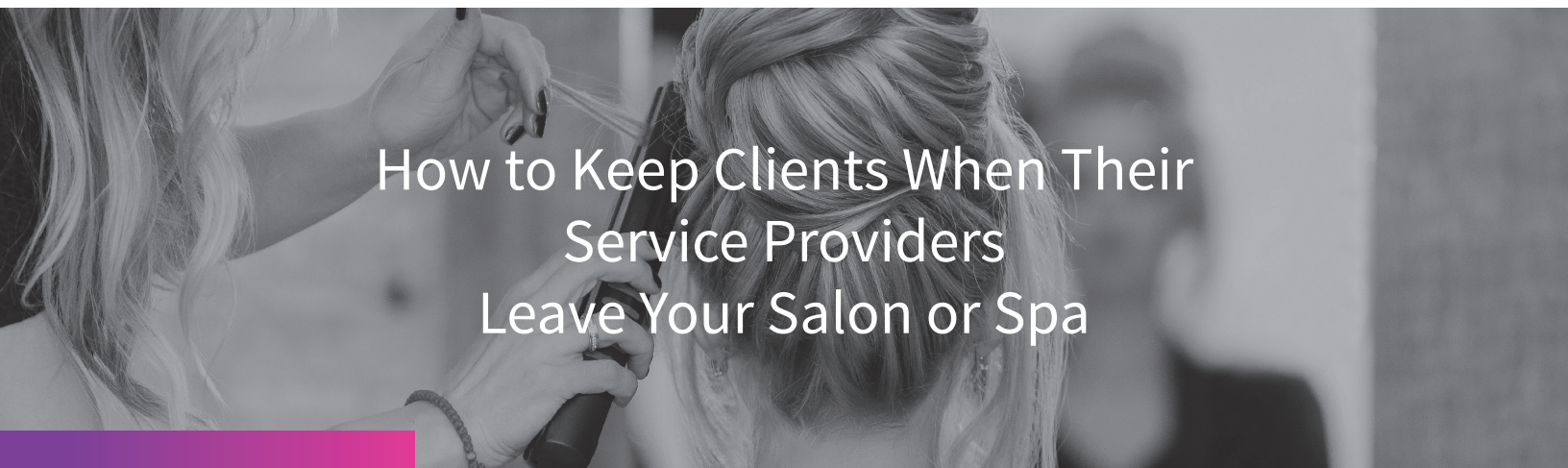




How to Keep Clients When Their Service Providers Leave Your Salon or Spa

What do you do when a service provider leaves and their clients leave with them? Don't worry! Prevent client loss when your staff moves on by taking a proactive role in the situation. Here are some valuable tips and a template to follow to help with loss prevention.

Tips for loss prevention:

- **Keep your messaging positive:** No matter why the team member is leaving, it's crucial to keep your messaging simple, to the point, and positive. Communicate that while you loved working with them, it was time for them to move on, but you hope the client doesn't.
- **Contact their clients ASAP:** Reaching out to their clients early on allows you the opportunity to convince them to stay and drive the narrative of their departure.
- **Make it valuable for them to stay:** Whether you offer clients a discount to stay, custom match them with a new service provider who has the most similar style to their previous one, or a combination of both, make the effort to show that you care about their patronage.

Depending on the situation, you can opt to send an email, call them on the phone, or write them a personalized letter with the script examples below:

Hi (Client name),

We've loved having you as a client at (Business name) for (Length of time as client). We wanted to let you know that (Name) is leaving our salon/spa, so we've gone ahead and worked on matching you with two of our other service providers (Name 1) and (Name 2), who work most similarly to (Original person's name). We see that you're due for (Their regular service) in (Length of time), would you like to book now with (Name 1) or (Name 2)?

Or if you are offering a discount:

Hi (Client name),

We've loved having you as a client at (Business name) for (Length of time as client). We wanted to let you know that (Name) is leaving our salon, so we've gone ahead and worked on matching you with two of our other service providers (Name 1) and (Name 2), who work most similarly to (Original person's name). We would love to offer you 20% off of your next service to book now with (Name 1) or (Name 2), and we see that you are due for an appointment soon! Does (Date and time) work for you?