



MEMBER TO MEMBER CUSTOMER REFERRAL PROGRAM

PROPER, ADVANCE COMMUNICATION IS THE KEY TO A SUCCESSFUL REFERRAL

One of the benefits of being a Member of Transitions International Group is the ability to refer clients to other Transitions studios that offer the same standards and professionalism as you do. We have all worked hard to attract new clients and retain existing ones; therefore, it is imperative that we treat ALL clients as carefully as possible. How you service another Member's client reflects not just on you and your staff but, from the client's perspective, on the Member who referred them and the entire Transitions Organization as a whole. Transitions referral clients should be treated beyond your normal service standards.

The components required to successfully refer one of your clients to another Transitions Studio are as follows:

PROPER USE OF THE TRANSITIONS REFERRAL FORM - (Program & Non-Program)

Instructions for the Referring Studio –

1. Fill out the first four lines of the Referral Form.
2. Determine the Studio to which you will be referring your client (Servicing Studio).
3. Call the Studio and talk to the Owner/ Transitions Member *directly*.
4. While on the phone clarify if the client is Program Hair or Non-Program so payment arrangement can be made or the client can be informed.
 - A. Discuss the services needed and the associated pricing so that the client can be informed prior to the visit.
 - B. Also discuss (and fill out all the details on the Referral Form) of the referral, including type of system, what specific services are required, what technician (name) will be servicing the client.
 - C. Try to set the appointment at this time, if possible, and review all other special instructions.
5. Also discuss (and fill out all details on the Referral Form) of the referral including type of system, what specific services are required, what technician (name) will be servicing the

client. Try to set the appointment at this time, if possible, and review all other specific instructions.

6. Email a copy of the Referral Form to the owner of the servicing studio.
7. Give your client the "Introduction Sheet" along with the pre-stamped Customer Satisfaction Survey.
8. Call the Servicing Studio, following the scheduled service time, to make sure everything went as planned.

Instructions for the Servicing Studio -

1. Immediately upon receiving the emailed Transitions Referral form, sit down with the assigned stylist and review the details. If there are ANY questions, call the Referring Studio immediately.
2. Make sure the appointment is scheduled (on the books) and inform your receptionist of the details so they are ready to properly greet the Transitions client.
3. Unless otherwise specifically agreed upon, the Servicing Studio is NOT allowed to attempt to sell new hair or convert the referred client to their Studio. Inform your staff (technicians and salespeople) of this rule.
4. The Servicing Studio is NEVER to make negative comments about the referred client's hair unit, the style or the Referring Studio! If there is a concern, call the owner of the Referring Studio directly. Inform your staff (technicians and salespeople) of this rule.