

# New Client Guide: Follow-up Toolkit

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## Helping hairdressers keep the conversation going after Colourstart®

New clients offer a fresh, unfiltered perspective. They're more likely to notice what regulars overlook and compare your salon to others. Their feedback helps build trust, refine your service, and strengthen loyalty from day one.

## Why It Matters to Colourstart

Reaching out to clients about 7 days after their colour service fits perfectly with Colourstart's key principle: hair colour reactions can show up as late as 96 hours afterward. Following up then isn't just great service – it's proactive care. By this time, any initial dust has settled, clients have had a chance to get used to their new colour, and maybe even received some compliments. Let's consider them warmed up!

## Best Practice: Keep It Personal

A quick call is best. It shows genuine care, encourages honest feedback, and opens the door to rebooking. If not possible, a friendly email or text still works – just keep the tone warm and easy to reply to.

## How to Follow Up (in 5 simple steps):

### 1. Timing

 Around 7 days after the first visit (especially post-colour)

### 2. Method

 Ideally, a quick phone call.  Text or email if needed (keep it casual and friendly)

### 3. Ask Simple Questions

When catching up, keep the chat easy and natural. Let the conversation flow depending on what the client shares – don't feel like you have to ask every question or sound scripted.

### 4. Say Thank You

Always thank them – even if the feedback is tough.

### 5. Use the Feedback

Share wins in team meetings. Spot and address recurring issues. Make improvements based on what clients say. With permission, use positive feedback in marketing.

## Further Information

### Try questions like these:

- 🙄 How did you find the consultation before your colour?
- 🙄 Did we cover everything you wanted during your appointment?
- 🙄 Was the overall service comfortable and easy for you?
- 🙄 Did the outcome match what we talked about in your consultation?
- 🙄 Is there anything about the consultation or service you think we could improve?

The goal is to listen and respond genuinely so clients feel heard, not just surveyed.

## Quick Checklist for Your Team

### Remember these key points:

- ✓ Follow up 72–96 hours after first visit
- ✓ Ask 3–5 open questions
- ✓ Thank them for sharing
- ✓ Share and act on feedback internally
- ✓ Use great comments (with permission) in social proof

**New client feedback is a mirror! Use it to reflect, improve, and grow.**