

HAND & STONE®

Membership Strategy

Planning Sheet

Client Name: _____ Spa Associate: _____

Service Booked: _____ Date: _____

MT/LE: _____ Enrolled? (circle) Y or N

Client Profile

What insights did you gather from their *Service Preferences* and your conversation?

Possible Hesitations

What mindset or lifestyle factors might make them hesitate?

Strategy for Presenting Membership

How will you frame the membership to overcome their hesitations?

Key Talking Points

Bullet 2-3 short reminders for yourself to bring up during the conversation.

