



Bella Salon

Springtime Promotions

This spring, it doesn't have to cost you a fortune to look good. Take advantage of the **specials** at Bella Salon for great deals on a number of our services.

March Promotions

For the entire month of March, get a trim, shampoo, & **blow-dry** for the price of just a trim (you must mention this promotion to receive this special offer).

Get 25% off if you are a new client (**reduced rate** does not **apply to** spa services).

50% **discount** off this week's **featured products** from our salon shop, which include:

- » Shimmer and Glow Cosmetics
- » Vita Shampoos and Conditioners
- » OMG Nail Polishes

Visit our website today, for a complete list of this week's **featured products** and **special offers**.

Spa Packages

Our spa **packages** **start at** \$200 and include a **complimentary robe** for your day at the spa. Receive 10% off immediately when you treat yourself to our special **seasonal** spa package, the Cherry Blossom. This package includes a facial, body scrub and body oil massage.

Looking for springtime relaxation and **rejuvenation**? Then, arrange a spa weekend with Bella Salon today. Spa weekends **range from** \$700 to \$1500 per person. Visit our website or call today for **pricing**.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Do you think visiting a beauty salon is expensive?
- 2 What sort of promotions do beauty salons in your town offer?

Reading

2 Read this flyer from a beauty salon. Then, mark the following statements as true (T) or false (F).

- 1 New clients are eligible for a twenty-five percent discount on the Cherry Blossom package.
- 2 The salon is offering featured products at half price this week.
- 3 The most affordable spa weekend package is \$700.

Vocabulary

3 Read the sentence and choose the correct word.

- 1 The store manager ran a **promotion** / **pricing** to attract new clients.
- 2 The Johnson family received a 25% **discount** / **package** when they took advantage of the salon's promotion.
- 3 The store's **featured products** / **reduced rates** are at the front of the store to encourage clients to buy them.
- 4 The prices for the salon's nail services **start at** / **range from** \$45 to \$200.

4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

specials **complimentary** **applies to**
seasonal **pricing** **start at**

- 1 Julian called the salon about their _____ so he would know how much money to bring with him.
- 2 The new client deal only _____ clients who have not visited the salon before.
- 3 The salon offers a(n) _____ promotion in which clients can enjoy treatments with fresh herbs found only at that time of year.
- 4 The salon advertises its weekly _____ in the local newspaper every Tuesday.
- 5 The salon's prices _____ \$200, but there are many services that are much more expensive.
- 6 Regina didn't pay for the massage because it was _____.

- 5 Listen and read the flyer from a beauty salon again. Why is it a good idea to have a haircut at Bella Salon in March?

Listening

- 6 Listen to a conversation between a caller and a receptionist. Choose the correct answers.

- 1 The woman calls the salon in order to _____.
A cancel her hair appointment
B learn the cost of services at the salon
C ask for a discount on a haircut
D make an appointment for a massage
- 2 What can be inferred about the caller?
A she is a regular at the salon
B she has never had a massage before
C her friends are clients at the salon
D her schedule is full until next week

- 7 Listen again and complete the conversation.

Caller: Hello, could you tell me about this month's promotions?

Receptionist: Well, you can get a trim, 1 _____ for \$45. It's part of our springtime promotion.

Caller: Now that's a good price. Do you have any other 2 _____?

Receptionist: Yes. Let me ask you. Have you ever visited Bella Salon before?

Caller: No, I haven't. But my friends have and they told me good things about it.

Receptionist: Since that's the case, you can also get an additional 25% 3 _____ your first visit.

Caller: That's a huge 4 _____. Maybe I'll sign up for a massage while I'm at it.

Receptionist: Unfortunately, the new client discount doesn't include 5 _____.

Caller: That's too bad. Anyway, how do I 6 _____ of these great offers?

Receptionist: When you come in, mention the promotions I just told you about.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Hello, could you tell me about this month's promotions?

Do you have any other specials?

How do I take advantage of these great offers?

Student A: You are a receptionist at the Bella Salon. Talk to Student B about:

- the price of services
- what discounts or specials are available to him or her
- how he or she can receive the discounts

Student B: You are a caller interested in services at the Bella Salon. Tell Student A what service you are interested in. Then, ask questions to find out about:

- the prices for that service
- any promotions
- how to get the special prices

Writing

- 9 You are a salon owner. Use the flyer and the conversation from Task 8 to create a flyer for a promotion at your salon. Include:

- The details of the promotion
- The conditions of the promotion



How will you pay?



Bella Salon FAQ

Many clients who visit us are unfamiliar with salon **payment procedures**. Here are answers to some frequently asked questions.

What methods of payment are accepted?

The Bella Salon accepts most **methods of payment**, including all major **credit cards**, **debit cards**, **personal checks** and **cash**.

How much should I tip?

The standard salon **tip** is between 15% and 20% of your treatment cost (before **tax**). Please give any tips in cash directly to your stylist, nail technician or makeup artist.

Where can I find Bella Salon coupons?

Discount coupons for the Bella Salon are available in the Sunday newspaper and are **valid** for between one week and one month, depending on the promotion.

Please note that nail technicians will ask for payment before starting your manicure. This is to avoid ruining your nails.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 How do people normally pay for services and products nowadays?
- 2 Would you prefer to receive a gift certificate instead of a gift? Why/Why not?

Reading

2 Read the web page. Then, choose the right answers.

- 1 What is the main topic of the web page?
 - A to train employees how to accept different methods of payment
 - B to give information about different forms of payment used in the salon
 - C to encourage clients to buy gift certificates
 - D to inform clients about the typical cost of a salon visit
- 2 What is true about gift certificates?
 - A They are valid for a limited amount of time.
 - B Old certificates can be exchanged for cash.
 - C All salon costs must be covered by the certificate.
 - D The stylist needs to know that a client plans to use a gift certificate.
- 3 What can be inferred about Bella Salon?
 - A It does not honor gift certificates.
 - B It charges an extra fee to people who pay by check.
 - C It limits how many coupons clients can use per visit.
 - D It does not include the tip in the total bill.

Vocabulary

3 Read the sentences and choose the correct meaning of the underlined word.

- 1 Henry charged the airline ticket to his credit card.
 - A a plastic card that customers use to buy goods or services and pay for them later
 - B a plastic card that allows someone to take cash from his/her bank account to pay for goods
 - C a plastic card that lets a person pay less for something or receive something for free
- 2 Meghan used the gift certificate she received for her birthday to buy clothes in the store.
 - A money that the government charges in order to pay for services and projects for the public
 - B a small amount of extra money that customers give to a person who has provided a service
 - C a document issued from a business that is worth a certain sum of money at that business
- 3 Andrea collected coupons in order to save money on her grocery bill.
 - A pieces of paper which are filled out by users and that direct banks to take money from the user's account
 - B pieces of paper issued by a store that gives customers a reduced price on specific items
 - C pieces of paper that look like receipts.

4 Write a word that is similar in meaning to the underlined part.

- 1 Crystal did not have enough money that is made up of bills and coins to cover her tab and had to borrow from her friend. a h
- 2 The manager taught the new employee about the typical and correct ways of paying at the company. p y n r c u r —
- 3 Don't forget to redeem your gift certificate before it is no longer valid at the end of the year. —p i e —
- 4 The store does not give an amount of money back if thirty days or more have passed after the purchase date. a r —u d

5 Listen and read the web page again. What happens when a client spends more than the gift certificate is worth?

Listening

6 Listen to a conversation between a client and a cashier at Bella Salon. Mark the following statements as true (T) or false (F).

- 1 — The woman uses a debit card to pay for her salon bill.
- 2 — The final total includes the tip for the salon worker.
- 3 — The woman can leave as much as she wants for the tip.

7 Listen again and complete the conversation.

Client: Hello. Can I pay here?

Cashier: Of course. I'll ring you up. I have you down for a pedicure with a twenty minute leg and foot massage. Is that correct?

Client: That's right.

Cashier: Okay. The total is \$50. How would you like to 1 _____?

Client: I forgot my debit 2 _____ at home, so I'm hoping you 3 _____.

Cashier: Yes. Just write it out to Bella Salon.

Client: Should I include the tip in the 4 _____?

Cashier: Actually, you should give the tip 5 _____ to the pedicurist.

Client: Okay. How much do most people usually 6 _____?

Cashier: Between 15% and 20% of the 7 _____ before tax. But it's entirely at your discretion.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

How would you like to pay?

I'm hoping you ...

How much do most people usually tip?

Student A: You are a cashier at Bella Salon. Confirm which services Student B had. Then, talk about:

- the total
- how he or she will pay the bill
- the tipping policy at the salon

Student B: You are a client at the Bella Salon. Confirm the services you used with Student A, then, respond to his or her questions.

Writing

9 You are a salon manager. Use the web page and the conversation from Task 8 to write an employee memo about payment methods. Include:

- The payment methods accepted at the salon
- How to deal with coupons and gift certificates
- How to handle tips

