

FREE GUIDE FOR NAIL TECHS WORKING WITH US CLIENTS 🪄

# What to say when a client asks about *your price*

**15 simple English phrases for price talk with US clients**

For discounts, "why so expensive?", cheaper options, and rebooking.



THE MOMENT THIS GUIDE IS FOR

# When a client asks “Why so much?” don’t freeze.

Not because your work is not worth it. Because in English, it is harder to sound calm when money comes up.

This guide gives you ready words before the client asks.

A NOTE FROM SASHA

# Stop apologizing after you say your price.

You do not need better English first. You need the sentence ready before she asks.

When I came to the US, my English was not good. I was scared to talk to clients.

I learned this: confidence is not perfect grammar. Confidence is knowing what to say in the moment.

KEEP THIS IN YOUR HEART

# Your price is not a random number.

Training.

Clean tools.

Time.

Care.

So do not lower it just because English got uncomfortable.

THE FIRST TWO MINUTES

# Part 1

# Welcome your client

Short and warm is better than long. She relaxes because you are relaxed.

## WELCOME

### 01 WELCOME

“Hi! Welcome, come on in.”

#### SAY IT LIKE

hai! WEL-kam, kam on in

#### WHEN

The moment she walks in.

#### WHY

You set the tone: warm, simple, no stress.

### 02 WELCOME

“Please, take a seat and get comfortable.”

#### SAY IT LIKE

pliz, teik a seat and get KUMF-ter-bul

#### WHEN

When you bring her to your table.

#### WHY

She feels cared for before the service even starts.

**03** WELCOME

“What would you like today?”

SAY IT LIKE

wat wud yu laik tu-DEY

WHEN

Before you start.

WHY

You give her the lead. It feels like real service, not a factory.

**04** WELCOME

“Let me see your hands.”

SAY IT LIKE

let mi see yor hands

WHEN

When you take her hands to look.

WHY

Simple and professional. No more words needed.

05

CARE

“Tell me if anything feels uncomfortable,  
okay?”

SAY IT LIKE

tel mi if EN-i-thing feels un-KUMF-ter-bul, o-KEY

WHEN

Right before you start the work.

WHY

This builds trust fast. It says: I care how you feel.

06 FINISH

“All done! How do they feel?”

SAY IT LIKE

ol DAN! hau du they feel

WHEN

When you finish.

WHY

You invite her to enjoy the result with you.

NO PANIC

# Part 2

## When you do not understand

A professional does not pretend to understand. She asks calmly.

07

ENGLISH GETS FAST

“Sorry, could you say that again, please?”

SAY IT LIKE

SO-ri, kud yu sey that a-GEN, pliz

WHEN

When you did not catch what she said.

WHY

A professional does not pretend. She asks calmly.

08

ENGLISH GETS FAST

“I want to make sure I get it right.”

SAY IT LIKE

ai want tu meik shur ai get it rait

WHEN

When she asks for something and you are not 100% sure.

WHY

It buys you a second and sounds caring.

09 SMALL TALK

“You have beautiful hands.”

SAY IT LIKE

yu hav BYU-ti-ful hands

WHEN

When there is a quiet moment.

WHY

One kind, true sentence is enough.

MONEY

# Part 3

## Talk about price without fear

Use these when she asks for a discount, compares you to someone cheaper, or questions your price.

10

“The full set is \$\_\_\_\_\_.”

SAY IT LIKE

the ful set iz \_\_\_ DO-lerz

Say the number. Smile. Then stop talking.

11

VALUE

“I use sterilized tools and quality products, and I take my time so it lasts.”

SAY IT LIKE

ai yuz STE-ri-laizd tulz and KWO-li-ti PRO-dakts, and ai teik mai taim so it lasts

WHEN

When she asks, “why so much?”

WHY

You explain value calmly. You do not defend yourself.

12

DISCOUNT BOUNDARY

“I understand. My price stays the same, but I’ll take very good care of you.”

SAY IT LIKE

ai an-der-STAND. mai prais steyz the seim, bat ail teik VE-ri gud ker of yu

WHEN

When she asks for a discount.

WHY

Warm and firm at the same time.

13

STILL PUSHING

“I can’t lower the price, but I can find you a better time.”

SAY IT LIKE

ai kant LO-er the prais, bat ai kan faind yu a BE-ter taim

WHEN

When she still pushes on price.

WHY

Give value, not a discount.

14

IF SHE SAYS NO

“No problem at all. You’re always welcome back.”

SAY IT LIKE

no PRO-blem at ol. yor OL-weiz WEL-kam bak

WHEN

When she says no and leaves.

WHY

You protect your income without chasing every client.

REBOOKING

# Part 4 The line that brings her back

Ask while she is still looking at the finished nails and feeling happy.

15

REBOOKING

“Want me to save your spot for next time?  
Same day in 3 weeks?”

SAY IT LIKE

want mi tu seiv yor spot for nekst taim? seim dey in three weeks

WHEN

At the very end, while she is looking at the finished nails.

WHY

You stop hoping clients come back. You invite them back.

# Save this page before your next client.

## Welcome

- Hi! Welcome, come on in.
- Please, take a seat and get comfortable.
- What would you like today?
- Let me see your hands.
- Tell me if anything feels uncomfortable, okay?
- All done! How do they feel?

## If you do not understand

- Sorry, could you say that again, please?
- I want to make sure I get it right.
- You have beautiful hands.

# Screenshot this page too.

## Price

- The full set is \$\_\_\_.
- I use sterilized tools and quality products, and I take my time so it lasts.
- I understand. My price stays the same, but I'll take very good care of you.
- I can't lower the price, but I can find you a better time.
- No problem at all. You're always welcome back.

## Rebooking

- Want me to save your spot for next time? Same day in 3 weeks?

NOW USE IT

# Pick one phrase. Use it today.

## **Day 1**


Use one welcome phrase.

## **Day 2**

Use one price phrase.

## **Day 3**

Ask for rebooking.

P.S. This is just the beginning. There is more: how to keep better clients, how to earn more through the way you speak and work with them. I put it all in a short course. I will tell you about it soon. For now — pick one phrase, and use it today. 

— Sasha