

Medi-Spa Phone and Consult Training

- Presented by Matt Taranto – Owner:
AesthetiCare Medi-Spa & LipoDissolve Center and
Aesthetic Consulting Group located in Kansas City



About the Instructor

- Matt Taranto is the owner of **AesthetiCare Medi- Day Spa & LipoDissolve Center** and **Aesthetic Consulting Group**. ACG has 22 years of experience in the aesthetic industry. Since 1998, the majority of Matt's time has been spent selling lasers and equipment to the aesthetic marketplace, training physicians and their staff on aesthetic procedures, and assisting doctors and business owners in opening and expanding Medi-Spas. As well, Matt operates AesthetiCare and has overseen its growth into one of the most successful full-service aesthetic centers in the Midwest.

The Right Stuff!

- Nothing will make you more money than a great employee.
- Nothing will hurt your business more than a bad employee that you allow to stay.
- When all is boiled down, the most successful businesses have the best employees: Southwest Airlines, Microsoft, Disney, etc.

How do you make the right hire?

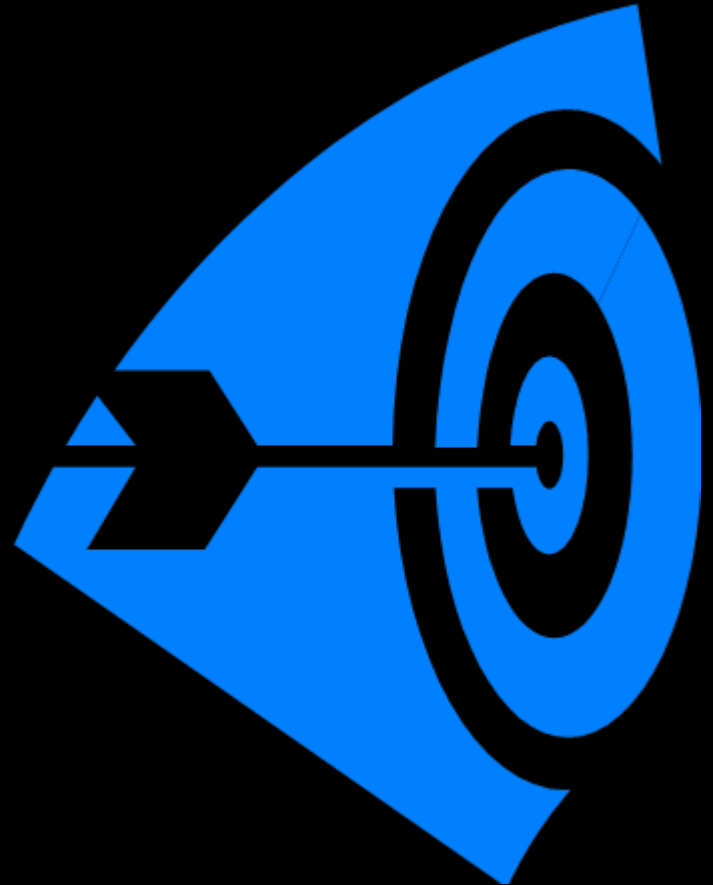
This is probably the toughest “job” of any business! Nothing has greater value than a GREAT employee! What do you look for?

The things you cannot teach!!

- Great interpersonal skills
- Strong work ethic
- Determination
- Someone who take pride in what they do
- They have “it”

Keys To Medi-Spa Sales Success

- Phone Skills
- Customer Service
- Consultations – The Ultimate Consult!
- Internal Marketing
- Advertising
- Public Relations
- Décor/Set Up



Phone Skills

- **#1 PRIORITY – Schedule a consultation!**
- Person answering needs an energetic voice and good treatment and product knowledge! Bullet points ready on all treatments..... !
- People will be put on hold, so use an old hold advertising agent.....great time to market your business!
- Greet with office name, your name, and “how can I help you”
- If possible, have phone where people waiting cannot hear conversation.
- Get phone number in case of disconnect.
- Must be able to tell the caller three things about any service you offer and about what makes your clinic special/better. (Credibility!)
- Ask questions!
- Do not act as if you are reading a script. Have a conversation. Act like you are talking to a friend. Use personal testimonials!
- Do not try and give full consult on the phone.
- Talk with energy and enthusiasm. Smile while you are talking. It shows in tone and texture.

Role Play: Phone Calls

- The “price” call
- Specific treatment call
- “Who performs the treatments?”
- “Is it safe?”
- “Does it hurt?”
- Remember, the competition is calling.....so what! You should be calling them too!

How do you treat your patients? Better than your competition!

- The Ritz Carlton / Nordstrom service model
- A smile is worth every dollar a patient spends. Lots of friendly gestures.
- Compliment the patient on something!
- Greet patient by name. Write down a “jogger” on their chart. (ie... how was your son’s b-day?)
- Do not make a patient feel rushed, even if you are rushed. The tone of your voice alone can set the tone of the visit.
- Utilize the power of touch!
- Create a fun and high-energy atmosphere, one that your patient will want to come back to. People do business with people they like and trust.

Customer Service Ideas

- Folder to take home
- Handwritten thank you notes
- Appointment reminder calls
- Referral Program
- Follow-up calls after procedures
- “Haven’t seen you in a while” promotion
- Educational e-mails
- Knowledge! Know your treatments and products

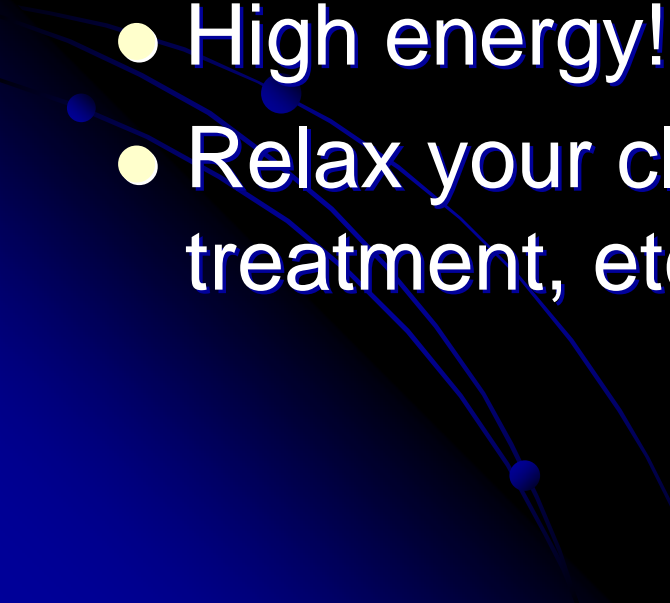
How to Perform the ULTIMATE Consult

- Key points to remember during your consult
- Introduction / pleasantries
- Establish your credibility
- Photo Imaging
- Why have they come to see you?
- Are there other issues they would like to address?
- Provide overview of treatment options for their issues
- Discuss the importance of retail skincare
- Offer a treatment PROGRAM
- BE QUIET and LISTEN
- CLOSE THE DEAL

Key points to remember during all consultations

- Do NOT pre-judge your client!
- Look at your client while speaking to them
- Choose your words carefully! Use “when”, not “if”, etc.
- Show enthusiasm and make it fun!
- Pay attention to your body language
- Schedule enough time....45 minutes?
- Personalize your consult with your own testimonials
- Aim HIGH every time
- EXPECT success
- Be a good listener
- You may do many of these every day of every week, but for your client, it may be the first time so make it special

Introduction / Pleasantries

- Find common ground
 - Compliments
 - You performing the consult to their friends, family and co-workers!
 - High energy!
 - Relax your client – humor, special treatment, etc.
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Establish your credibility- critical!

(Your own “elevator speech”)

- Start with “Before we get started, let me tell you about myself and my clinic – have a written bio in folder
- Who are you?
- Why are you qualified to do this consult?
- Why did you get into this business?
- Don’t be afraid to brag about yourself, your clinic, your equipment, your staff, etc....in good measure!
- Tell them about your place of business and what makes it special/different. Differentiate yourself!
- Let them know that you are aware that they have choices and that you know you will have to earn their business.
- They need to KNOW that YOU are the expert and that YOU are better and more qualified than your competition. If this is done, they will want to do business with you!

Photo Imaging


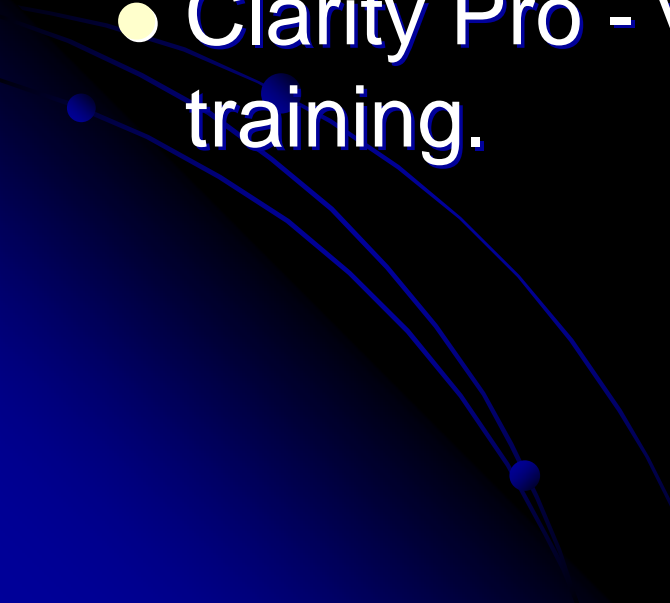
- A must to maximize service and revenues
 - Educational tool
 - Tangible
 - Puts pressure on us to perform
 - Builds trust
 - People learn visually better than verbally
 - High Tech look and feel
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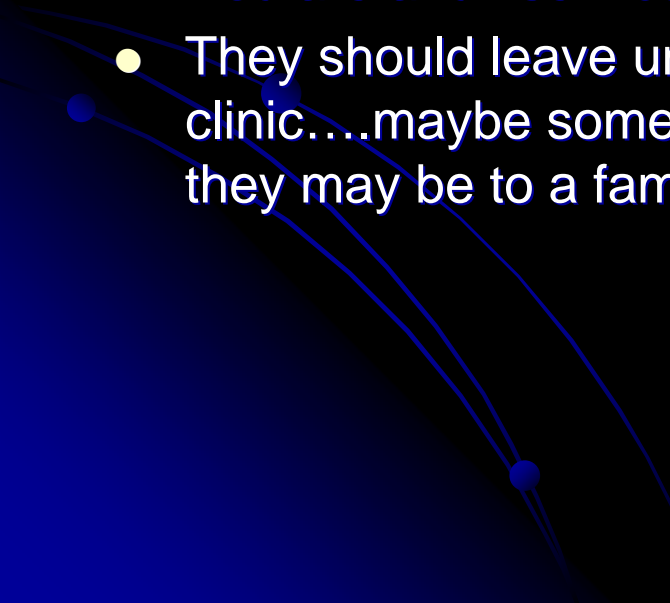
Photo Imaging Choices

- Profect - good system for a very good price: \$8000
 - Visia - good system but a bit overpriced. No sales force, no demos, no training.
 - Clarity Pro - very good system with on-site training.
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Why have they come to see you?

- You know why they are there, but make them tell you.
- The ideal opportunity is when they are there because they want to “look better/younger” overall
- Can their need/want be rolled into a more extensive “package”?
- Do not “turn your client off” by trying to sell them something they have no desire/need for.....use your instincts!

What other issues can you address?

- In most cases, do not limit your consult to one specific issue.
 - Have your client look at the Photo Imaging and ask “what are three things you would like to improve about the way you look?”
 - Do not be afraid to “tactfully” point out areas where your clinic can improve their skin
 - You are a full-service skincare center.....be FULL-SERVICE!
 - They should leave understanding the full scope of your clinic....maybe some of your services are not applicable to them, but they may be to a family member, friend, etc.
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Provide Overview of treatment options for their issues

- Explain to them how you can address each issue you have discussed
- Use visual aids such as skin charts, before/after pics, photo-imaging, treatment flipcharts, draw on a wipeboard, etc.
- Do NOT try and sell them on services / products that they do not need
- Brag about your equipment! Do not be afraid to tell you clients how much a laser costs, or how much has been invested in your equipment. It adds value!
- Show them your equipment – mini demo?

Discuss Importance of Retail Skincare

- Retail skincare product sales are a crucial part of the success of your business. 20% of gross?
- Should you private label?
- Use of professional skincare products alone can provide excellent improvement / protection of the skin
- Professional services COMBINED with professional skincare makes both work better!
- Skin reacts better to treatments such as laser and microdermabrasion if it is hydrated, nourished, and protected.
- Department store brands are 90% packaging and marketing!
- Focus on products that can only be sold through a physician's office.

Offer a PROGRAM!

- You are the expert! Offer them a program of services and skincare that will deliver the best overall results.
- A solid, long-term program will make them a solid, long-term client!
- Do not start low and try to move up, start high and only come down if you have to.
- Present the program with confidence and enthusiasm. (“Do you know what I would like to see?”)
- Present the program in a way that it makes sense to your client!
- Make sure you communicate the value - # of treatments, discounts, .
- THEN BE QUIET!! An old sales saying is “the last one to talk loses!” and it is many times true.
- Do not create objections that are not there! Let your client offer objections, and THEN overcome them!
- Ask for their business, close the deal.


Overcoming Objections

- **#1 objection is price:** talk about quality and cost of your equipment, training and experience of employees, long-term benefits, etc.
- **“I’ll think about it”:** Use your instincts on whether to be more persistent or to be “soft”. Everyone is different and some just need time. BUT, make sure you find why they need to think about it: price, time, fear of pain, etc.
- **Lack of discipline, lack of time:** “I won’t be disciplined enough to follow that skincare program”. I like to use the saying “If you keep on doing what you’re doing, you’ll keep on getting what you’re getting”.
- **Fear of pain / injury:** Discuss your advanced equipment and training. Do a quick “demo” on them right then!

Expect Success!

- Don't be afraid to “ask” for the business!
- You WANT their business
- You WANT not only their business, but that of their family, friends, etc. Your clients need to be your “deputies”out in the community working for you!
- You will EARN their long-term business and loyalty through superior results.
- Follow-up with the extras....written treatment program, thank you notes, phone calls, referral programs, etc. Differentiate yourself!

Role Play

- Practice consults with your co-workers.
 - Practice on all services you offer
 - Practice on all packages you offer
 - Practice overcoming objections
 - Service/Product of the week/month
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In Conclusion....

- Know what you sell. Knowledge is power, power = success = money.
- Take time to train and hire the right people.
- Pay attention to detail. Every detail.(Disney)
- Use good marketing resources.
- Talk about your business.... Everywhere.
- Treat people better than your competition.
- Know your competition.
- Set goals everyday. Every quarter. Every year.
- Have fun! It sure beats working in a proctology clinic!

Thank You!

Remember:

You can do it.....we
can help!

