

Skin Care Sales Consultation

Performed By: Aesthetician or Sales Manager

Approach / Talking Points

- Provide mirror to the patient and asked them to tell you about their concerns
- Ask what they are currently doing for their skin care regime
 - What products are they currently using?
 - Have they seen an Aesthetician before?
- Provide your perspective on what they can do to improve their skin
 - Tell them what they should start doing
 - Tell them what they should discontinue doing
 - Tell them what services/treatment they should have done
 - Explain the benefits of the treatment and their possible results
 - Give examples of success stories (celebrity references if applicable: *i.e. Kim K. did this treatment...*)
 - Show before & after photos
 - Tell them what products they should use (*at a minimum the patient should be using a cleanser, exfoliator, and toner*)
 - Explain the benefits of the skin product
 - Give examples of success stories (celebrity references if applicable: *i.e. Kim K. used this product...*)
 - Show before & after photos
- Provide them with a script for the recommended skin care treatment plan for them to give to the front desk upon check out.

Common Objections	How to Overcome Them
The patient is attached to their current routine	<ul style="list-style-type: none"> ▪ Ask if they are satisfied with their current results (This is most likely a 'No' because they wouldn't be in the clinic if that's the case) ▪ Explain that this 1 treatment alone will not provide the results they need, and they need to follow the treatment plan you're recommending to get a more favorable outcome (show before and after pics) ▪ Explain that this treatment plan can be in combination with their current regime and potential improvement they can see
The patient wants to continue using their current products	<ul style="list-style-type: none"> ▪ Explain the drawbacks of the current products their using (if applicable) <ul style="list-style-type: none"> ○ Drawback of the key ingredients ○ Analogies if possible (<i>Using the product is like doing 'xyz' to your skin</i>) ▪ Explain the benefits of the skin care products we provide <ul style="list-style-type: none"> ○ Benefits of key ingredients ○ Highlight success stories from other clients that have used the products