

Operating a profitable cosmetic practice

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Objective: To give attendees a better understanding of current market trends and how to build a clientele in the practice and deliver a customer experience that focuses understanding how to best service their client, suggest new services options, pre-book their next visit to guarantee future income, recommend retail products to extend their experience at home and market to new clients through their existing base using word of mouth marketing techniques and event programming.

Outline:

1. Understanding Consumer Profiles: Learning to identify and understand the needs, spending habits, and market trends in America. Each of the unique perspective, likes, dislikes and buying patterns of American consumers. It is important to understand the backgrounds of the patient or client in the treatment room.
2. Extraordinary Service Experience: To educate on how to take your cosmetic practice service client through a defined visit that focuses on the three growth areas of retail sales, new client referrals and pre-booking of their next appointment
3. Brand and Market Position: To provide the essential knowledge on how to define your cosmetic service business from competition your marketplace

Leading Questions for Discussion:

1. Why is it important to target specific client characteristics for a practice to build their business?
2. What details are necessary for the client to experience during their service to create a demand for them to return to the practice?
3. Is there a difference in practice client response by how you ask them to pre-book their next appointment and recommend retail take home products?
4. How do you overcome client objections to the above suggestions?
5. What about your practice services is unique to attract clients to your business above your competition?
6. What are the components needed to make the investment in joining a networking group and event marketing to gain new client referrals?

Summary Statement:

At the conclusion of the lecture the attendee will have a better understanding of steps are necessary in attracting, building, and maintaining a financially successful client base in the professional medical cosmetic industry.

Biography

Bryan Durocher is the author of Wakeup Live the Life You Love in Beauty, and a contributor to NBC South Florida Today and the founder of Essentials Spa Consulting and Durocher Enterprises. He was named one of the "Top 20 People to Know in the Beauty Industry" by Global Cosmetic Industry Magazine. He provides coaching, consulting, global industry trends, marketing solutions for med spas, spa and industry professionals internationally. Durocher Enterprises has been published in many articles and has provided business education internationally including Spa Asia, A4M Australia, Europe Dubai, TSA, International Beauty Show NY, Organization Mondiale Moscow, Allured's Face & Body, America's Spa Expo, ISSE, the Premiere Beauty Show in Orlando, and the International Esthetics, Cosmetics, and Spa Conference.

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