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The Cosmetic sales ABC'S: "Always be consulting" and other techniques for sales success

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USA

The Cosmetic sale is a fine balance of education and continuous relationship-building. Psychology plays into every sale, but in the cosmetic industry, "Thinking like a shrink" to connect with the patient on an emotional level must occur to connect naturally through empathy. Examining the emotional drivers through a step-by-step consultation technique can also allow you to address and manage priorities, 'Red flags', manage expectations, and of course, close the consultation. But it doesn't stop there. Always consulting through subsequent touch-points is necessary to build trust, anticipate needs, reinforce your message and mission, up-sell, and set up continuous sales.

Consultation techniques surrounding the first-time consult including credentialing, extracting and exploring emotional drivers, managing expectations, avoiding problems by addressing 'red flags' proactively, approaching continuous sales, and reinforcement through subsequent touch-points are proven leads to long-term, sustainable patient relationships and sales.

Biography

Elizabeth Weiler is a licensed aesthetician, medical assistant, certified laser technician and certified aesthetic practice consultant with over 15 years of experience in the medical aesthetic, spa, retail healthcare, fitness, and beauty industries. Elizabeth is a consultant and the founder of med-E-spa, LLC, specializing in aesthetic practice business development, project management and the provision of training services for aesthetic professionals.

Elizabeth's projects include sales training, practice management, and the successful launch of four leading Chicago Dermatology, Plastic Surgery, and Medical Spa organizations. She has been honored with numerous sales awards and status from industry leaders including Skinmedica and Skinceuticals, the Skin Care Specialist Award from Obagi Medical Products, and scholarships from the Society of Plastic Surgical Skin Care Specialists & TAPA, The Aesthetic Practice Association. She currently participates as a member in The Aesthetic Leadership Community. Elizabeth is a graduate of Arizona State University. She spends her free time running, traveling, blogging, and serving as a certified volunteer Workshop Leader for the American Cancer Society's Look Good, Feel Better program.

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