

4<sup>th</sup> International Conference and Expo on

# Cosmetology & Trichology

June 22-24, 2015 Philadelphia, USA

## Profitable cosmetic/aesthetic practice strategies

**Bryan Durocher**

Essentials Spa Consulting, USA  
Durocher Enterprises, USA

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 social media channels and event programming. This course will help the practice develop a stronger skill level with building a clientele. In addition it will give the attendees a way to increase their income and that of the practice

### Outline:

- Understanding Consumer Profiles
- Extraordinary Service Experience
- Brand and Market Position

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 the founder of Essentials Spa Consulting and Durocher Enterprises. Bryan 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 published many articles and has provided business education internationally including Spa Asia, A4M North America, Australia, Europe Dubai, OMICS, 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, and contributor to NBC South Florida Today.

[bryan@durocherenterprises.com](mailto:bryan@durocherenterprises.com)

### Notes: