How to hire and pay a staff that grows an aesthetic medical practice

Understand how to build a team of professional service providers and deliver a customer experience that focuses how to best service the client and the practice as a whole. Learn the necessary interview questions and skills to hire effectively thus reducing turnover, and increasing productivity, profitability, and client retention. Discover how to pay professional service providers according to productivity goals and deliver a customer experience tying compensation to Retention, Pre-Booking, Series Sales, and Retail that will increase productivity, and profitability. At the conclusion of the workshop you will have a better understanding of steps that are necessary in attracting, and retaining productive, long term service providers who grow the revenue base of the practice while staying in line with profitability.

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 been published in many articles and has provided business education internationally including Spa Asia, AAM 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.

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