

Professional BEAUTY

NOV-DEC 10 THE BIBLE OF THE AUSTRALIAN AESTHETICS INDUSTRY

*Danne
Montague-King*
**Mad as hell
and not going
to take this
anymore!**

Facing the
festive season

**SKIN
CARE
YULE
LOVE!**

**EYES
TO
BASE**

Hot summer
colour and
coverage

**Protection
money**

*Up in arms
about insurance?*

*Dr Peter
Bakaric*
**Smart
creams,
clever
consumers**

ADVANCED KNOWLEDGE
AKISS
IN SKIN SCIENCE





SKIN ANALYSIS

skills that **HELP** you sell more

By GAYE WARDLE

One of the most effective things you can do to increase your profit is to sell more to your existing clients. However, doing this without sounding like you are delivering a sales pitch is a skill that requires development on a number of levels.

Many therapists believe that to sell more they have to make a great presentation and talk about the benefits of the products. My belief is that a large majority of therapists would sell far more – with far less effort, if they simply spent more time analysing their client's skin in greater depth before just jumping in and delivering a treatment.

By spending more time analysing up front you will get to know your client, their needs and what they aspire to achieve from visiting your salon. Armed with this information you will be in a far better position to make product recommendations that will be accepted by your clients and that will achieve superior outcomes.

So what skill elements can you work on to improve your initial consultation assessments? Here are some key points to consider if you want to achieve more effective analysis and easier product sales:

- Advance your level of knowledge of the skin
- Ask the right questions in the right way
- Have a framework to create a measurable baseline

- Constantly improve your knowledge of the outcomes that different products and treatments will achieve
- Have confidence in what you are recommending regardless of the price
- Improve your level of knowledge of skin analysis

“As you ADVANCE YOUR KNOWLEDGE of how to ANALYSE the skin ... you will be able to IDENTIFY the INDIVIDUAL factors in your CLIENT’S SKIN.”

It may sound simple but if you know what you are looking for it is far easier to see it. As you advance your knowledge of how to analyse the skin in greater depth you will be able to identify the individual factors in your client's skin that make them unique. By identifying specific factors and classifying your clients skin with greater ease you can give yourself more information, which will enable you to suggest better treatments and products. Once you have this knowledge you may be tempted to start offering products. Instead of doing this, resist the temptation and simply use the information you have gathered as a head start for the next step.

Ask the right questions in the right way. You may be the greatest aesthetician in the world and be able to perform the most detailed skin analysis. However, if you

client doesn't agree that what you have found in their skin is important then your assessment doesn't matter. You have to use your communication skills to get clients to tell you what is important to them.

If you have an advanced level of skin analysis knowledge then as you are doing your initial skin analysis you can be getting an idea of the likely issues a client faces and can structure your questions to relate to these – hence asking the right questions.

Asking these questions in the right way can also make it easier for a client to give you information and feel like they have told you the issues rather than you 'preaching' to them. I am sure most therapists have heard of open questions vs. closed questions and this is a topic most good sales training experts in our industry will cover in much greater detail than this article. In summary, closed questions usually prompt a yes/no answer (“do you like hot weather?”) and open questions create a detailed answer (“how does hot weather affect you?”).

My suggestion when structuring your questions to a client is to be aware of the first word that comes out of your mouth. If it is have, do, will, etc., you will be asking a closed question. If it is what, when, how, why, who, tell me, etc. then you are more likely ask an open question. My second suggestion is that you regularly explain to your client why you are asking the question. If they see the importance of the question they will give you a more detailed answer.

FRAMEWORK TO CREATE A MEASURABLE BASELINE

One of the best things you can do to build trust with a client is to create a baseline measurement that you can refer to in order to show them how their skin has improved. This involves having a structured analysis framework and using technology such as skin scanners to give your clients a 'line in the sand' that marks the level of health their skin currently possesses.

You should factor this practice into your business with every client so it becomes second nature. In the initial meeting with them, give your client the expectation that you will review this to show them the results and let them know a timeframe for when you will do this. Be diligent in your follow-up review. It will highlight to your client that they are making progress and that your skills are of value to them. This will build referrals for you and make future sales to your client even easier.

Constantly improve your knowledge of the outcomes that different products and treatments will achieve. Improving your knowledge is something you must take pride in and undertake regularly, no matter how busy you get. Our industry changes so rapidly and there are new and improved treatments constantly released into the market. Making a regular investment of time is vital to your ability to make good recommendations to your clients. Always remember that this small, regular investment of time will mean a huge investment in your confidence.

Have confidence in what you are recommending, regardless of the price.

My final point is that if you have been thorough in your analysis and diligent in building your knowledge, then you should have complete confidence in what you recommend to clients. Many therapists know that a client needs a particular treatment but they either make their own judgment as to what the client will be able to afford or they become nervous recommending a high-value package. If you are confident that a client will benefit from what you are recommending then tell them so with confidence and let them make the decision.

If you take these tips to heart and put them into practice it will make your job of selling services to your clients even easier and more rewarding and your business bottom line will be healthier than ever before. 