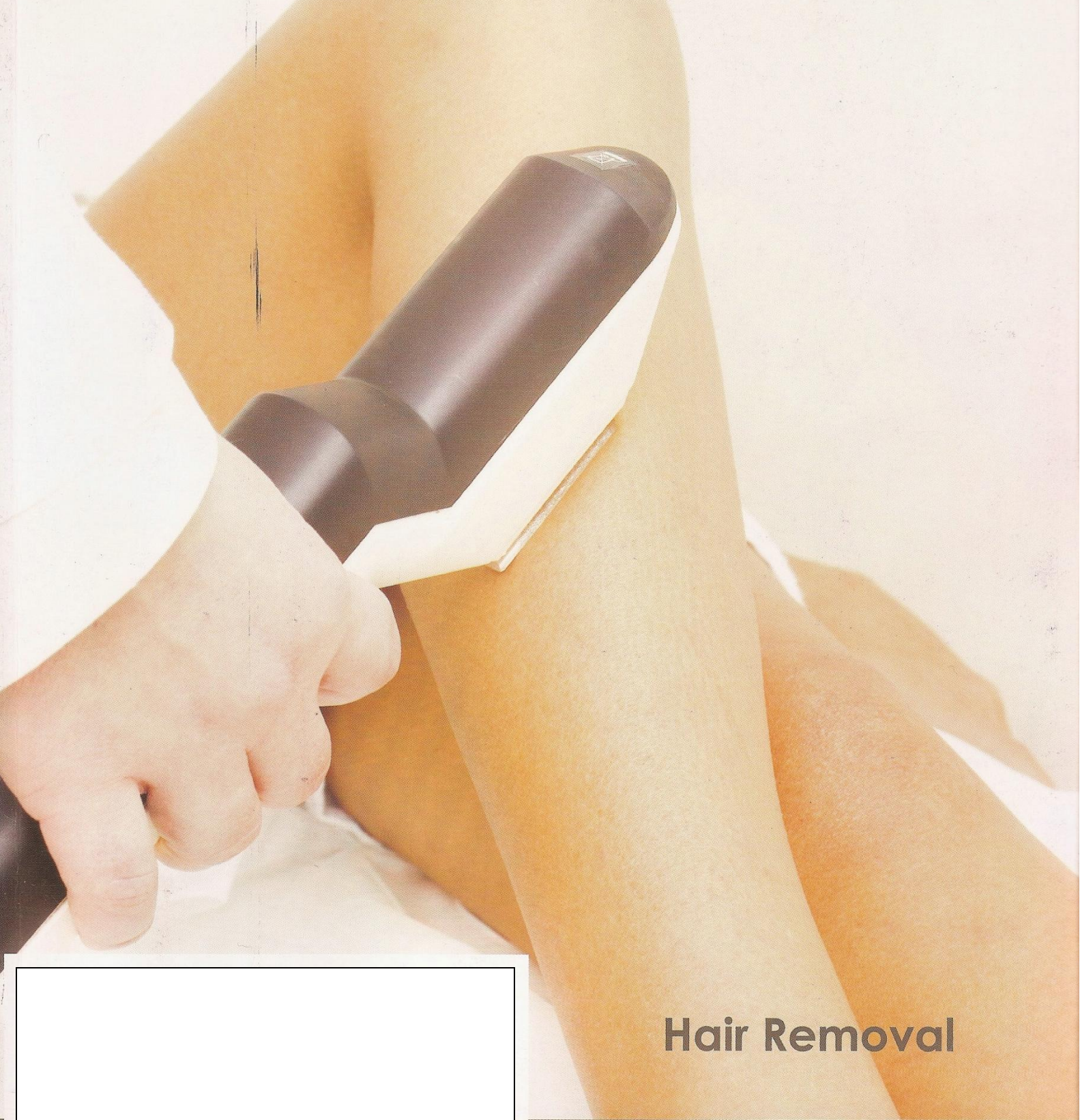


# DERMASCOPE

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# 10 Things *About...*

## Upselling

by Louis Silberman

A smiling woman with dark hair pulled back, wearing a light-colored V-neck top, stands with her arms crossed. Behind her is a large, colorful bar chart with several bars of varying heights in shades of blue, green, and pink.

**A** passion for skin care and the desire to provide excellent customer service are likely what led you to this career path. Skin care plays such an important role in people's lives. A healthy complexion can improve a client's self-esteem and provide the confidence needed to face life's daily challenges. Many aestheticians pride themselves on providing professional and advanced skin care services. However, in order to grow your business there's something that goes hand-in-hand with great skin care... being a great salesperson.



You may not consider yourself to be much of a salesperson, but certain sales techniques are key to adding value to your services. Marketing data reveals that it costs five times as much to attract a new customer as it does to cultivate your relationship with an existing one. That is why upselling needs to be an integral part of your aesthetics business.

Upselling is defined as a sales technique used to get a customer to purchase more than he or she initially planned to buy. However, you do not want to be pushy or overly aggressive, and you do not want your client to feel like they are being sold. Upselling is best accomplished by simply offering suggestions and providing information about what will help your clients look and feel their best.

Think about the problems your clients face and what it will really take to help them achieve optimum results. Most likely, your clients will need a combination of services or products, not just one procedure. By upselling, you can help your clients achieve their skin care goals, and increase your earning potential. Here are some tips to help make upselling a natural part of every client interaction.

**1** **Be a Storyteller** – Storytelling is a powerful way to connect with your clients. A client may not be inclined to try a service just by hearing about a new procedure, but a story about another person's experience may persuade her to try the treatment. For example, a chemical peel may not sound appealing to a client who comes to the spa for a relaxing monthly facial. However, hearing a story about a similar client who is overjoyed with the results, or learning about the aestheticians own experience may pique the client's interest. A story tells your client what the procedure can do for her in her everyday life. Describe the benefits of a treatment, not the features. In other words, do not sell services, sell stories.

**2**

**Use Humor** – You do not have to be a professional stand-up comedian to capitalize on this universal human trait. Humor is an attractive quality. It can captivate people and encourage them to relax, let their guard down and feel at ease. The latest and greatest aesthetic equipment often looks odd to someone who is not in the business and is not familiar with the devices. When a client enters your treatment room, make a joke about how “spaceship-like” or even “ugly” a certain machine is. Of course, your client will likely want to know more about the machine and what it does. Make each experience fun and full of positive energy. A little humor can go a long way.

**3**

**Go Beneath the Surface** – Clients want to know how beneficial a certain treatment will be to the skin. The best way to show them is by using a skin scan that can reveal the true condition of the skin. The skin scan reveals what a client cannot see by simply looking in the mirror. It can offer a shocking view of what is going on beneath the surface. If your client has sun damage, dehydration, degeneration or other problems, the skin scan can visibly detail the damage and show why a certain treatment or skin care regimen will be beneficial.



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**They Like It, They Love It, They Want Some More of It** – Clients who are pleased with the results of a skin treatment on their face, may not realize they can use the same procedure to treat skin on other parts of the body. For example, a client may think an IPL photofacial treatment is simply limited to areas above the shoulders. By letting them know the treatment can tackle discoloration, age spots and sun damage on the chest, arms and legs, you can offer them an option they had not previously considered.

**Say Thank You** – A thank you note can work wonders when it comes to upselling. Whether by email or snail mail, a little courtesy can go a long way. Some stats show formally thanking your customers can increase sales by more than 30 percent. In the thank you note, include a personal touch. Follow-up on a conversation you had with your client. For example, ask her how her 'girls night out' was, or ask about how her kids are doing at their new school. Use this as a tool to build your relationship. Also, include a survey to garner feedback from your client. Upon completion of the survey, offer her a special discount on a new service as a way to show gratitude for her reply and her continued business.

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**Try It Here** – If there is a particular skin care product you adore, tell your client about it and let her try it after her treatment. For example, if you give your client a treatment that requires her to avoid sun exposure, allow her to use some of your favorite sun block. Be sure to explain the benefits of the product and what makes it unique. Then, invite her to purchase the product for continued home use. Take-home products are a great way to increase your income, and keep your clients' skin looking its best between spa treatments.

**A Beautiful Introduction** – If your client is a creature of habit, offering a free new treatment may convince her to step into a new realm of skin care. Make the client aware of the benefits of a specific treatment that requires several sessions to achieve maximum results, and offer to show her how the treatment works, free of charge. For example, if you offer your client a free microdermabrasion treatment or a fractional laser skin rejuvenation treatment, and she is happy with the results, she will likely book more sessions.

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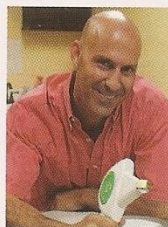
**8** ▶ **Buy Now, Save Later** – A new client may have just planned to get a skin treatment as a one-time special treat, maybe a reward for completing a big project at work or to get ready for a big event. Why not offer her a discount on an upcoming service or a give her a free skin care product, if she makes an appointment for a future service at checkout. A national coffee chain had success with a promotion allowing morning customers to return for an afternoon caffeine fix at a reduced price. Follow their lead, and you may be able to turn a one-timer into a repeat client.

**Invitation to the In-Crowd** – If your client requests a particular service, offer a corresponding product that is a hot item in the beauty world. Give examples of who is using the products – celebrities, socialites, fashionistas – trends play a large role in influencing consumer purchases. That is why so many companies vie for celebrity endorsements and hope that millions of consumers will “Like” their Facebook page. If “everyone” is using a new product, it is likely that your client will not want to be left out. Look at the services you offer and think of products that compliment each procedure and enhance results.

**10** ▼

**Pitch a Perfect Package** – Developing a relationship with clients is important. By talking with your client about her job, her daily activities and her lifestyle, you can learn to anticipate her skin care needs. For example, if you know your client will be attending a formal event in the near future, create a package deal designed around making the body look slim and trim. That way, instead of offering her simply a body wrap or a cellulite reduction treatment, offer her “The Little Black Dress Special.” The package can include the wrap, the cellulite reduction treatment and a spray tan. The perfect package for the perfect look.

There are several factors that contribute to the success of your aesthetic practice, and sales are a big one. The purpose of upselling is to create a win-win situation for yourself and your clients. If you upsell correctly, your clients will be thanking you after every transaction. Remember, you do not want to push a product or service that a client does not need. You want to be an expert resource who can help your clients achieve their skin care goals and improve their self-confidence.



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