

HOW TO RETAIL LIKE A *rockstar*

- 1 CONSULT CONSULT CONSULT!** – This is the golden step. Allow enough time to assess skin, ask for concerns (then listen), assess budget, invite clients to bring products in, educate them about home-care, make them accountable!
- 2** Use retail products during treatment (even if they are not professional size). Cocktailing is a great way to introduce clients to serums. This is not limited to facials, use the following products with your other treatments:
 - **LASER/hot treatments:** HA mask (can refrigerate) & B-recovery
 - **HIFU/THERMAGE/Ultherapy:** AA lift serum (should purchase)
 - **Acne treatment:** BD Balance (should purchase)
 - **Fotona 4D:** AA lift serum & HAB5 (should purchase)
 - **Anti-ageing facial:** Re-time serum & C-light serum (should purchase)
 - **Pico LASER:** P-Bright (should purchase)
- 3** Talk about your own experience with the products, a great conversation starter is 'I've been using this...' or if someone compliments your skin respond with **which products you are using.**
- 4** Finish a treatment with a conversation about what you recommend, and in what time-frame. Clients like to have a plan.
- 5** Give samples even when not asked for.
- 6** Follow up from samples to gain feedback – good or bad. When there is bad feedback, contact your BDM for advice.
- 7 MOST IMPORTANTLY:** Use the products yourself. Use our staff incentive 20-1 form to add FILLMED into your skin routine. Ask your boss if you can take home a tester to try. Practice treatments on each other. The more familiar you are with the product the easier it is to sell
- 8 REMEMBER** that you are the expert – the client may have limited knowledge about products, and will follow trends they see on social media etc. It's up to you to educate them about the importance of home-care product for long-lasting results. Never feel bad for retailing products – this is your duty of care as a practitioner.
- 9 Ask for help from your BDM when you need it. We are here to help!**



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