

# Welcome Clients into your Clinic...

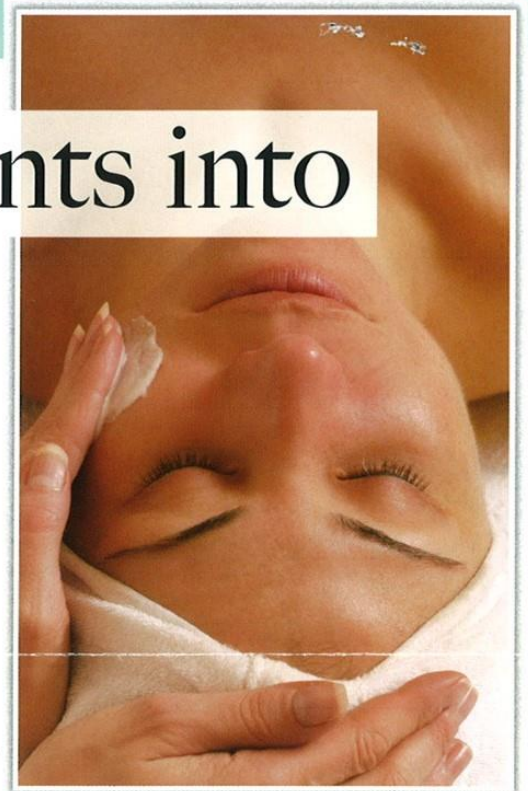
and keep them coming back!

By Ya a Dunning

Our clients define the success or failure of any business and without them we cannot operate. If we nurture our clients through great customer service from the moment they walk in through the door to the moment they leave we can watch our business grow from strength to strength. Here are just a few suggestions implemented by my staff on a constant basis in terms of how to greet them, look after them and send them on their way, knowing they will be, at some stage, coming back.

- Advise them on the phone to come in a ¼ hour before their appointment to complete a New Client Form.
- Let them know that car parking is available at the rear of the salon if applicable
- If a client books for a Body Wrap or Dynamic Lift Body Tone we advise them not to have a meal prior to their treatment. This may vary depending on the treatments offered but be sure clients are aware of any preparation required.
- If a client enquires about laser hair removal make sure you find out their hair colour and that they have sufficient hair for the treatment.
- The above also applies to electrolysis – they need to have hair in the area to be treated.
- When the appointment is made say "We are looking forward to seeing you".
- Welcome the client with a smile by saying their name and by saying, "Welcome to our skin care center". Offer a drink while they complete the New Client Form and introduce yourself. "My name is Sara and I am going to be looking after you today".
- Ensure that you give the consultation in a private treatment room unless they are all occupied. Clients need privacy because they feel more comfortable and at ease.
- Always give a new client a complimentary hand or head massage. Remember give them beyond their expectations.
- Remember - First impressions count "YOU make it or Break it". Your client is your best asset and a new customer will convert to a regular client, if treated properly.

- Take pride in yourself and always ensure that you look your best. Remember that you are an advertisement for the clinic so it is imperative that you 'master what you preach'.



- During the treatment explain what you are doing. You need to demonstrate to the client that you are confident and knowledgeable about your products and treatments, as it gives you credibility.
- When the treatment is completed give your client compliments on their appearance, for example, how fresh and glowing their skin looks.

**'Show genuine interest in your clients and don't talk about yourself.'**

- Show genuine interest in your clients and don't talk about yourself.
- Repeat to your client the benefits of this treatment and that your clinic is one step before cosmetic surgery.
- Always give the client a free gift when they purchase a program or products.

Follow these principles and you will have loyal clients forever

Established, respected and recognized as an authority in beauty, Zhav International continues to grow its reputation locally and internationally as a unique industry trainer, promoter and innovator. Excellence in service has always been a hallmark of Zhav International's business. Be it focused on client salons or the end customer, only the best will do. Director Yaffa Dunning is an industry evergreen with well over 25 years' experience, and an infectious positive attitude. Her forward-thinking and vision for the beauty industry have driven exhaustive research and development. This in turn has led directly to the creation of technology and products that today are recognized as standards in the field of beauty and cosmetics. Involved first-hand in salons every day, Yaffa's intuition and understanding is put to work finding solutions to make business better for salon operators, and results more satisfying for end customers.

For further information please contact Zhav International - leading the way in excellence. Ph: 08 8362 0222

# Guest Editorial Intro



**Yaffa Dunning**  
Zhav International

Welcome to the March/April edition of Beauty Biz. I was extremely pleased to be asked to take on the role of guest editor for this issue and offer my thoughts to the industry at large.

As a beauty therapist and clinic owner for more than 25 years, I have watched this industry grow and develop from a mainly 'hands-on' industry to an industry that offers the most advanced high-tech equipment for hair removal, photo rejuvenation, face lifting, micro dermabrasion and body treatments. I remember starting my own clinic where the only essential equipment was a face steamer and high frequency units. The rest of the treatment was 'hands-on', labour-intensive work.

We now operate in a fast paced world of information and technology; just as computers and the internet have changed the business world, high-tech beauty equipment has changed the beauty industry. Over the last two decades, as our awareness of and desire for increased health and anti-aging techniques have grown, so too has the area of high-tech beauty equipment.

I am proud that we, as therapists and an industry, have become competitive with cosmetic doctors. We offer our clients sophisticated treatments that provide results and are one step before the option of cosmetic surgery. Through my years of experience consulting with clients I have noticed that most women prefer the alternative to cosmetic surgery.

When I consult clients I tell them they have three choices:

1. Come to my clinic for the alternative;
2. Go under the knife; or
3. Don't do anything.

As we offer high-tech treatment that is one step before the cosmetic surgery, 99.9% of all our clients choose the first option and when they do, we then must deliver the results. Every clinic, I believe, that does not offer the following services to their clients is behind the time and is not listening to their clients needs:

- Skin peeling Diamond Micro Dermabrasion
- Non-surgical face lift and LED light therapy

- I.P.L.Hair Removal
- Biological mask infusion
- Body Wrap/Body tone
- Micro pigmentation

When you are looking at incorporating the latest high-tech equipment into your clinic there are a number of things you need to consider and remember along the way:

1. Investigate the equipment you are looking at purchasing:

- Look for equipment that has been proven on the market for reliability, quality, service and satisfied customers
- Do not let the price make your decision; this is an investment in equipment that will generate an income for you. Often, cheap equipment will not last long or provide the results your customers require to keep them coming back. You need repeat customers to generate high profit margins. Be selective in choosing the best.
- Look for equipment that is backed by ongoing service, training and updates.

2. Support your high-tech service with smart marketing and promotions
3. Train your staff - client consultation skills, including phone enquiry techniques
4. Develop client program sale techniques
5. Provide after treatment product sales techniques

If you want to grow your business for years to come you cannot afford to be without high-tech beauty treatment equipment.

*Yaffa*

Yaffa Dunning has been personally involved with monitoring, research, production and testing of all the products she is associated with and she also offers in-house salon training. For further information please contact Zhav International 08 8362 0222

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