



# Essential Sales Skills for Med Spas

Strategies for ensuring employee sales success

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**“Our med spa staff isn’t  
selling enough.”**



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# Who sells?



- “Everyone”?
- Service Providers?
- Reception staff?
- Home Care Advisors?

**Clearly define your sales roles and responsibilities**



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# Why Johnny Can't Sell.



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- He doesn't know **how** to sell
- He doesn't **want** to sell
- He's afraid of seeming "**pushy**"
- He **doesn't have what he needs** to sell





# “Salesflow” design supports your team

- Most medical spa employees are not “natural salespeople”
- 80% of your employees will only sell effectively when there is effective Salesflow
- Good salesflow eases and overcomes fears and stigmas about “selling”
- Salesflow creates momentum and customer desire



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# Create an effective salesflow “Infrastructure”



**Create a physical environment that supports your employees' efforts**

- **Good retail merchandising**
- **Good inventory management: 6x turns**
- **An array of consultation areas (room, nook, counter)**
- **Check in and check out activities separated**
- **Recommendation tools for employees**

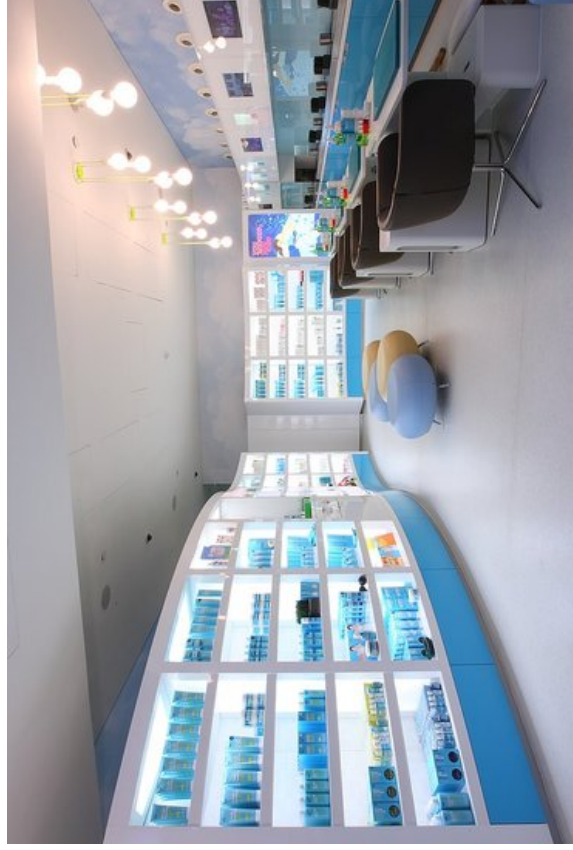


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# Employees sell better in a well-merchandised environment



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- Does your med spa visually tell patients “you can shop here”?
- Regular floor changes, remerchandising
- Stock more of fewer items. (Those last two pieces WON’T sell.)
- Steal ideas from the big retailers--they’re FREE



# Tune up your Salesflow!



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- On arrival, give *choice* of relaxing in a lounge or browsing your store
- Every staff member has a role to play
  - Handoffs, assists
- Every client, every time: “extend the invitation”
  - Script it
  - Teach the assumptive close
  - Teach objection responses





# Create the “behavioral infrastructure” of salesflow



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- The right incentives
- Employee SALES skills training
- Continuous PK training
- Goals (“contribution”)
- Accountability and supervision
- The success loop: measuring, responding, planning





# **Train and train again: you can't “set and forget” them**



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- **Use modalities that work for different learning styles (visual/auditory/kinesesthetic)**
- **Role play**
- **Mystery Shop**
- **Quick coaching/short feedback loop**
- **Monthly 15 min meetings with supervisor**
- **Sales performance is criteria for advancement**



# Sales Incentives



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- Reward the behaviors you need (balanced scorecard)
- Bigger opportunities for big producers (stepped plans)
- You need good profit margins to pay good commission
- Pooled, team incentives for support staff
  - Split commissions



# Accountability and Supervision



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- Inspect what you expect to get respect for your rules
- Everyone has goals: what gets measured gets improved
- *Provide consequences for meeting/not meeting goals*
  - Performance improvement plans
  - **Knowing what you know now...would you enthusiastically rehire this employee?**
- Different strokes for different folks: help them find their specialty



# Help your staff boost patient confidence in your products



- Clients today need time
- Sample only *after* objection and FOLLOW UP on offer
- Limit products set out for review
- Return “Privileges”: ex: two-week unconditional moneyback guarantee, full credit for 60 days
- Event marketing
- EE personal-use discounts





# Employees' Seven Steps to Abundant Sales:



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- Open the door with rapport
- Find out 'Where it Hurts'
- Be the Expert You Are
- Create compelling solutions
- Extend the Invitation
- Keep the Flame Alive
- Make it Fresh Daily

**Screen the Selvice DVD to see this process in action**



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attention!**

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