

## **HOW TO GET YOUR CLIENTS TO SAY YES TO PRODUCT RECOMMENDATIONS**

Firstly, it's important to understand that no matter how good you are, you will never get every single client to say yes when you invite or advise them to purchase a product. You can always expect some 'no thankyou's'.

But some therapists are much more successful than others. Why is that?

Clients say yes for a range of different of reasons, but there are a few that stand out that are worthwhile noting.

The first reason that some therapists get better outcomes is:-

- They win the client during the service.
- They impress the client during the service.
- They develop a relationship with the client during the service.

They have gained the trust and respect of the client. Three important facts rolled into 1 important reason.

Why should a client take your advice and recommendation about what product to use if the service itself was not to standard? It is important to remember that you must provide a great treatment and great service first and foremost, before you have gained the respect and trust of your client. If you can get that right, you will get more clients saying 'yes!'.

This needs focus, look at all of the therapists you know who enjoy retail success and I guarantee they will all share those positive attributes.

The second reason some therapists get more clients say yes, is they realise that they are not a mind reader.

If you are among the not so successful group of sellers, it's likely that you don't talk about products to each and every client. You pick and choose.

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- “They won’t buy because they have just bought a new car”
- “They never buy products so no point in talking to them about it”
- “They won’t buy because they were even cautious about the price of the facial”

Have you been guilty of this? Don’t be a mind reader, never assume. Talk to, advise and educate every client and you’ll get a lot more yeses.

If you want more clients to say yes, get your energy and enthusiasm right when you recommend to your client. A great way to explain, is with this example:

Let’s say your best friend comes to visit you and their skin is not looking great. It looks dull, lifeless and they have some breakouts. As their best friend, you would want to offer them your advice and help. You’re a therapist; you know how to fix it. You might say “Rose, what are you using on your skin that is different, it doesn’t have that beautiful glow that it usually has? Have you noticed?”

You would then have a chat to Rose and in a very caring and enthusiastic way suggest what they should be doing.

“I think we need to change what you are using because it is obviously not right for you. I’ve never known you to have break outs. I would suggest you use xyz range. The reason I am suggesting this is because..... explain”

or

“We need to check that you have gentle cleanser but I also want to make sure that you get a good result with your exfoliation product and you definitely need more hydration. So every morning this is what I want you to do.....”

You would go through this step by step.

- “At night this is what I want you to do”
- “Each morning this is what I want you to do””

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- Twice weekly this is what I want you to do”

If it was your best friend you would want to help. Your energy level would be enthusiastic and so the message you gave would be a sincere and ‘uplifting’ message. You would say it like you mean it and you do care. You need to get the same energy with your clients. Not just the repetition of words that you say without any care factor.

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