

HOW TO DEAL WITH REJECTION

The word "no" has the power to change how we feel instantly.

When we recommend a product or treatment that we believe will benefit a client and they decline it, we are prone to taking it personally.

Keep in mind that the rejection is not directed at you personally, but rather at the product or treatment you are offering.

There's a reason they're saying no. Consider the following scenario:

While waiting to be served at a cosmetic counter, a customer is observing the service being provided in front of them. There is a feeling of indifference from the shop assistant and even a hint of rudeness.

While the customer has not yet spoken to the shop assistant, they already have an impression that the shop assistant doesn't care about the customer they are serving. Therefore, a negative impression has already been formed and, more likely than not, the customer will refuse any suggestions or advice the shop assistant makes during their service.

REMEMBER THIS!

In less than a minute, a client's first impression of you is formed, so it is important to establish that positive connection instantly to ensure you turn a no into yes!

Even though you provided a great treatment and the client is satisfied with the result, they are less interested in your product's advice, so they still stay no. It is then your job as a therapist to educate your client and to help your client learn

This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.

more about their condition. It's important to understand that you're not a salesperson, you're a therapist.

The relationship must be built before a client will say yes. Ways to build a relationship with your client are:

- Having an in-person consultation
- Taking time to understand their concerns and needs
- Ask a lot of questions
- Demonstrate your willingness to help

It is important to demonstrate your expertise and provide expert advice to the client so they know they are in good hands. Clients who trust you are likely to be interested in your recommendations and will more often than not accept them.

However, it is still inevitable that some clients will not accept your recommendations for their own personal reasons, which have nothing to do with you, so try not to take it personally.

In future, when a client says no, understand that it has nothing to do with you and move on. Don't let it hold you back. Make sure your next client gets great energy because they expect it and more importantly they deserve it.

This resource is property of the Aesthetic Beauty Industry Council. This document must not be distributed to other individuals or businesses without permission, doing so is a breach of copyright. This information provided is general in nature and does not constitute legally binding advice. ABIC will endeavour to update the information in this document and on our website as needed from time to time, however information can change without notice and ABIC does not guarantee the accuracy of information provided, including information provided by third parties at any time. We strongly recommend reading ABIC's standard Terms and Conditions and our website's Terms of Use in conjunction with the information provided.