

WANT TO GROW YOUR AESTHETIC BUSINESS PROFITABLY?

Find out how at...

3 DAYS to PRACTICE GROWTH

3-Single Day Workshops, Split Over 3 Months, That Together, Comprise The 3-Day Course:

April 3rd, May 1st & June 5th 2018, Macquarie University, Sydney

A course for Aesthetic Practices and Clinics looking to grow their business in the rapidly growing Australian Aesthetic Market.

EXCLUSIVE AESTHETIC INDUSTRY COURSE, LIMITED TO 34 PARTICIPANTS

Why do it?

The 3 DAYS to PRACTICE GROWTH Course consists of three, one-day workshops, that together, comprise the 3-day course. Together, they provide you with the tools, knowledge and outlook to ensure that your Aesthetic business grows quickly, efficiently and viably. You'll learn how to build and leverage the productivity of your practice, to amplify its growth through social media, launch new treatment segments, attract new clients and both build and support a loyal base of customers, through your skilled and passionate team.

Hear from Industry Thought Leaders



Neil Osborne
Founder, Master Trainer
& Sales Growth Expert
The SALES CATALYST



Jonathan Carroll
Founder & Online
Digital Marketing Expert
Engage Online Marketing



Rebecca Miller
Owner & Paramedical
Skin Therapist
La Bella MediSpa,
Parkes, Orange
and Kingston, ACT



Kelly George
Owner & Registered
Cosmetic Nurse
Kelly George Aesthetics,
Tamworth

About the Organiser:

www.thesalescatalyst.com.au

The SALES CATALYST are sales growth experts. We specialise in exclusive face-to-face courses, with limited participants. Our courses and workshops are designed so that everyone can interact with the expert, learn from peers and leave with practical skills and a plan that they can implement immediately.

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Questions? Email Neil Osborne at neil@thesalescatalyst.com.au

Find out more & book tickets NOW www.thesalescatalyst.com.au/workshops

3 DAYS to PRACTICE GROWTH

3 x 1-day workshops, that together, comprise the 3-day course

Course Outline

WORKSHOP 1 - THE PRACTICE – APRIL 3RD

Whether you're an experienced Clinic or Practice Owner, looking for new ways to motivate and direct your team, or a Practice Manager wanting to step up and gain leadership skills, this day covers the fundamentals of successfully running a growing business.

The key topics covered on Day One:

- Where the Aesthetic Market is headed in 2018 and beyond
- Hear a first-hand account how Rebecca Miller (Paramedical Skin Therapist and Owner of La Bella MediSpa, Parkes, Orange and Kingston ACT) achieved stunning growth from one, to now three clinics
- Key leadership skills to enrol your team into your Vision
- Understand how to direct and motivate your team
- Selling to the She-Economy – Part 1
- The Wheel of Persuasion
- The skill of asking the right questions and actively listening to uncover hidden opportunities

You'll leave Day one with a clear understanding of the Aesthetic Industry trends, first hand understanding how Rebecca Miller's business has grown from one to three clinics, as well as how to both build and support a loyal base of customers, through your skilled and passionate team.

WORKSHOP 2 - PRACTICE PRODUCTIVITY – MAY 1ST

This day is all about giving you simple, effective ways to promote and grow your business. You'll cover the essential steps to successfully introduce new treatments and services to clients, how to amplify your growth through social media and learn techniques to open conversations that will persuade, not push clients away.

The key topics covered on Day Two:

- How to market and promote in today's busy marketplace
- Learn about successful techniques used in Social Media marketing, from Jonathan Carroll (Founder of Engage Online Marketing) our digital marketing specialist
- Find out how to grow your clinic through Social Media
- Learn the importance of an integrated digital approach, starting from your website through to Facebook, Google AdWords, Instagram and SEO
- Improve your productivity by increasing your rate of enquiry-to-conversion
- Simple steps to introduce new service categories quickly and profitably
- Critical KPI's needed for high productivity
- Selling to the She-Economy – Part 2
- Learn to identify buying signals from clients and dramatically improve your enquiry-to-conversion
- New ways to upgrade the delivery of your client experience and increase average client spend

Day two will deliver key learnings around how to build and leverage the productivity of your practice, to amplify its growth through social media, launch new treatment segments, attract new clients and increase the average spend of your current clients.

WORKSHOP 3 - PRACTICE PROFITS – JUNE 5TH

The final day helps you achieve your growth goal by outlining implementation steps and calculating what success looks like in cold hard numbers. You'll need a calculator, clear head and a big hairy goal (BHG) to chase. The day will conclude with simple and clear ways to measure your team's heightened productivity.

The key topics covered on Day Three:

- Focusing on the goal – getting clarity about the direction you're heading
- Hear a first-hand account how Kelly George (Registered Cosmetic Nurse and Owner of Kelly George Aesthetics, Tamworth), achieved stunning growth within her Aesthetic Business. Her growth numbers will impress
- Measuring and identifying KPI's
- Overcoming the 'analysis paralysis' that happens when you don't know your KPI's
- Understand how to measure and record your success
- Selling to the She-Economy - Part 3
- How to reach agreement your clients comfortably and respectfully
- Learn the Rule of 3, to boost your sales and conversions
- Find out how to get out of the way and make it easy for people to buy

Day three rounds out the key dynamics and the numbers required to create a highly successful and profitable business. Knowing your numbers improves performance and profitability.

DAY 1

THE PRACTICE

Date: Tuesday 3rd April 2018

DAY 2

PRACTICE PRODUCTIVITY

Date: Tuesday 1st May 2018

DAY 3

PRACTICE PROFITS

Date: Tuesday 5th June 2018

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ALL DAYS

Time:

9:00 am – 5:00 pm AEDT

8:45 am registration for a 9:00 am start

Venue:

Macquarie Graduate School of Management
Room 267, Macquarie University
Talavera Road
North Ryde NSW

Investment*:

\$795 p/person per day

\$1,995 p/person for 3-day package

\$1,750 p/person for 3-day Early Bird Package, pre-paid before February 28th, 2018

*All prices include GST

Refund Policy:

Full refund up to 14 days before event

50% refund if cancelled 7 days or less before event

No refunds for non-attendance

Post-course bonuses, with 3-day attendance:

- Certificate of Attendance, for each day attended.
- Each clinic/practice will receive a 20-point technical and marketing evaluation of their website, with a written summary and customised video suggesting the most impactful improvements for your website. Valued at \$500.
- Each clinic/practice will receive a complimentary invitation to participate in the 2018 Australian Aesthetic Industry Market Research Study (AAIMRS).
- By contributing to the AAIMRS and being a 3 Days to PRACTICE GROWTH participant, you'll be among the first to receive the AAIMR Executive Summary, covering the key outcomes of the market research.
- Participants who attend all 3 days of the course, will receive a 50% discount on the complete, consolidated Master AAIMRS Report valued at \$795.

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