Grow clinic sales
Make more money

Spendsuasion® is the industry-based coaching framework behind Clinara.ai
The industry benchmark for conducting more conclusive consultations

Skyrocket your clinic sales and profit when your team gains the skills to:

- Raise re-bookings by 30%+
- Increase add-on treatments
- Expand retail by 50%+
- Introduce new treatment categories
- Improve enquiry conversions by 20%+
- Recommend treatment programs

7 years ago, Spendsuasion® was custom designed for the Aesthetic industry.

Now 3,500+ participants are fans of the only industry-specific and persuasion-based program that gives them the confidence and know-how to continually expand the lifetime value of their clients.

The program is designed for:

- ✓ Consulting doctors
- ✓ Dermal Therapists
- ✓ Nurse Injectors
- ✓ Clinicians
- ✓ Beauty Therapists
- ✓ Client facing team members

It improves your teams':

- Consultation skills
- Persuasion skills
- Listening and engagement skills
- Conversion rates
- Ability to reach agreement
- Comfortably handle 'No' when it occurs

What results do you get?

- 50%+ increase in up-sells
- 30%+ increase in cross-sell
- 20%+ increase in enquires to bookings
- 50%+ increase in retail sales

The Spendsuasion® 4-Week Course

Spendsuasion® is a unique persuasion-based alternative approach to selling. It is based on engaging, listening, and establishing trust with your patients and clients, built on 30+ years industry experience.
Discovering your patients 'why' unlocks their hidden desires and allows you and your team to recommend the best treatment solutions and retail combinations.

- 4 x 75-minute zoom lessons (over 4 weeks)
- Industry expert coaching
- Workbooks
- Email Support
- Real life examples
- Questions & Answers

Spendsuasion®

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Delivered live over 4 weeks
In 4 x 75min Zoom sessions

What does the program cover?

Week 1: Spendsuasion® core philosophies – 75 minutes
Whether you're an experienced clinician or just starting out, this module introduces a new way to listen and engage with clients and patients. None of us are born persuaders, it's a learned skill. Week 1 introduces you to the Spendsuasion® principles so you can understand and then practice the small shifts required to improve your results and client conversations.

3 Spendsuasion® principles are covered:

1. Pre-suasion
- You prepare clients physically for their treatment, but do you prepare them mentally ?
- The pre-suasion principle is a simple method that prepares your clients so they're more open to recommendations.
- This technique alone, increases acceptance of your recommendation by 52% - right from the get-go.

2. Persuasion
- Persuasion is the key to expanding your client's treatment choices.
- Everyone's biggest challenge is how to move a client from what they' want' to what they 'need'.
- Client questions are discussed – that open your client to be more likely to share their inner thoughts.

3. Spendsuasion®
- Most teams members have a challenge with closing or reaching agreement.
- The methods discussed, remove any discomfort – making it a more comfortable stage of your consultation.
- We introduce the method of defusing pressure if you receive a NO

Week 2: Upgrading your clients – 75 minutes
A deep dive into simple ways to change the language you use in your consultation. to produce a different outcome.

Key topics covered:
- Identifying buying signals (or intent) that communicates your client's wants and desires.
- Explore how to upgrade clients and introduce additional treatment options.
- Using segues to introduce new treatment categories to your clients.
- Identifying your communication style.
- Methods to accelerate your client's at-home results, by agreeing to purchase retail product.

Week 3: Reaching agreement – 75 minutes
The most common question is "How do I close a sale?" Many participants feel uncomfortable with this part of a consultation, so they avoid it – because they don't want to appear being pushy. This is where persuasion comes to the fore:

Key topics covered:
- The basics of a client offer.
- How to structure your questions.
- 4x proven industry-based methods of reaching agreement that are comfortable to deliver.
- How to defuse the situation if you experience a "No".
- A simple approach to rephrasing questions and suggesting alternative options

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Week 4: The client comfort curve – 75 minutes
Brings the whole program together. Details the 9 phases your clients' experience during their clinic visit. Each phase has an important function that moves your client smoothly through the consultation, treatment protocol and post treatment stage.

Key topics covered:
- The different emotional phases every client experience's during a clinic visit.
- The high points of a clinic visit.
- When is the best time to recommend, and the main times to avoid it.
- The crucial phase that changes you results.
- How to do an effective handover to front-of-house (if required).

Course includes:
- Clear, simple methods and wording
- Take-home workbook
- 4x 75-minute interactive sessions
- 100% money back guarantee

www.spendsuasion.com.au

Pricing starts from $895 per person
CLICK HERE TO BOOK YOUR TEAM

Or speak directly to the creator,
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