

Ten Steps for Improving Sales Of Biophora Products and Services

Biophora's primary focus, when it comes to selling to patients and clients is **education**. When you effectively show how the line addresses patients' specific concerns and demonstrate how improvement may be achieved with regular use of the line and implementation of Biophora protocols - hard selling is unnecessary. The program sells itself.

Hard selling is undesirable and counterproductive. Feeling as if you are pushing products often occurs in the *absence* of:

- 1) Patient / practitioner rapport
- 2) Listening and communication skills
- 3) Asking probing questions to establish the needs and goals of the patient
- 4) Thorough exchange of information regarding the products
- 5) Demonstration of results of the products and protocols

Along with educating the patient on the Biophora concept, keep in mind the following tips that can be particularly helpful in eliminating some of the natural consumer resistance that most people experience at one time or another.

Ways to Improve Sales

1) Attitude of the Biophora Technician

While you are giving a treatment, talk about each step as you introduce the patient to the line. As a Biophora Technician, possess a mindset that emits certainty and confidence that motivates your patient to want to buy and use the products. If you have questions or need further training or support to gain that confidence, call head office to express your needs and get assistance. Also, keep in mind that smaller sales can even be the result of our own considerations about how we feel about the value of our products or fear of being too aggressive that we subconsciously pass along to our patients. You don't need to be aggressive – just be confident! There is a big difference.

2) Establish Patient's Realistic Goals for their Skin

Determine the biggest skin care concern the patient has and establish a realistic goal in addressing that condition. Find out how the patient would feel if that goal was attained and very gently draw on it as a point of reference to address tactfully potential objections that may arise when closing the sale. For example, if the patient is uncertain about purchasing the products, remind them that doing so will certainly assist them in "feeling more confident if their acne condition is more in control" or "feeling and looking healthier with a more vibrant, even complexion," etc.

3) Qualify Your Patient

If early on your patient gives you good reason to suspect that they are not qualified to purchase their complete product program, but are still very interested, encourage them to start with a Travel/Trial Kit or to begin more gradually, suggesting fewer items. Work out a long-term plan that suits their individual needs. Establish trust, knowing that eventually they will want to come on board and participate in the program for the long-term benefits.

4) Establish Product Ownership

At the close of the initial skin analysis or service, refer to your display of products and review the steps, one by one that the patient should implement for their particular program. Use the wording; "This is "your" cleanser, your toner" etc., showing them the easy steps in using what already "belongs" to them. Get their agreement that they understand each step as you go along. Get the patient in a "yes" frame of mind. From the very beginning, look for clues that the patient is interested and qualified to purchase the product or a series of peels, based on whatever mutual goals have been established.

5) Display Products to Help Close the Sale

After the skin care analysis and in advance of your peel session, quickly access and display all of the products that you know you will be recommending per their skin type and condition, on an attractive tray or surface so that they can be referred to afterwards. Leaving to gather your patient's products *after* their treatment breaks the rhythm of their experience and allows time for natural consumer resistance (re: reasons why they shouldn't purchase the products) to accumulate in your absence. Keep the flow of rapport going and your selling experience will be seamless and more successful.

6) Assume the Sale

For most patients at the end of the review/education process and after their questions are answered, again take for granted that they are purchasing these products. Simply tell them in a warm and friendly manner, "Okay, then, that concludes our session today. Thanks so much for coming in. It was great to meet you, etc. Please come on up to reception with me and I will pack up your products at the front desk and prepare your bill," and then very warmly ask them while you walk together towards the desk, "What mode of payment would you prefer to use?" In other words, assume the sale. Your attitude should be one of; this happens everyday, everyone wants to buy these products. Therefore, if they don't, it's not at all a disappointment to you as the technician, but rather a blip – a tiny surprise that is neither inconvenient nor troublesome – simply and purely not what you expected. Then, happily and accommodatingly prepare to revisit the purchase according to the patients concerns.

7) Handling Patient's Resistance to Purchasing Products

If a patient asks about cost and wants to purchase fewer, or in the rare case, none of the products, very warmly back peddle. If they have other products to use up, appropriately respond to their consideration by saying, "Absolutely wait until you have finished your current line" or if they are indecisive, "of course, you should think about it." Then, remember that this is a good time to

rekindle their skin care goals. If that doesn't change their mind, then usually it is a legitimate financial concern such as they don't get their paycheck until the end of the month. If so, your response might be more like, "No problem, wait until pay day. At least, now you know exactly what you will need when you are ready to start the line." Alternatively, you might say, "Why don't you just begin with the cleanser and solution (or toner) or some product(s) that target the particular area of concern to begin with or "try the travel kit to give you an idea of how the products work for your skin concerns."

You can always graciously back track, without ever coming across as pushy. Your assumption that the patient would want to purchase everything can always be attributed to your passion for the Biophora products – you can't be faulted for your enthusiasm! However, when you do not provide an opportunity for your patient to go for the entire package you actually do them a disservice by compromising their experience of gaining optimum results.

As consumers, we can all think up many reasons to put off investing in the improvement of our personal image. Our skin, however, is one of the first features that others notice about us. Introducing patients to the many benefits of the Biophora line, and helping them with their skin care needs can be a rewarding and noble effort. By helping the patient overcome their purchasing concerns, you empower them to improve their image and boost self-esteem through helping them meet their skin care goals - something for which the vast majority of patients will be very grateful. Also, as a response to allergy or efficacy concerns, remind the patient of our return policy. By offering a product replacement guarantee, we confidently demonstrate our belief in our products. That says a lot to a patient who may have been disappointed and put off by poor results with previous lines.

8) "Up-sell" or Add-on selling

With patients who have already purchased the core group of products, offer them additional or specialty products when they come back to the office for peels. Consider Sen-Citric during the summer months or for sensitive skin conditions, a Travel Kit for convenient transport, and an extra Daily Protection SPF 30 or Tinted Mineral SPF30 for the cottage, Enzyme Exfoliating Mask or Pure-C to boost the results of the regular line. Make sure to check that they are not running out of products. Pass on occasional discounts or incentives to your patients when featured products are available to accounts on special from head office. Consider offering a complimentary service for patients you see regularly, for their birthday or special occasion. This also gives you the opportunity to sell specialty products while creating good will and patient loyalty.

9) Special Details and Touches

Strive to offer something that puts you and your practice a cut above. In addition to great service and friendly rapport, offer your patients a beverage - herbal teas or lemon water and wholesome cookies or fruit. Give the patient a relaxing hand massage while they wait for a peel or mask to take effect. Send out thank you cards or birthday cards acknowledging your appreciation of them. Hold educational seminars or open houses to keep patients informed on new procedures or products. Create an inclusive environment that enriches their life in some way. Caring for your patients special needs goes a long way in bringing them back for your treatments and products that only seems satisfying when you deliver or present them.

10) Adjust your Patient's Program as Needed

Keep in touch with your patients. Call to check on their progress after peels. Show your concern and support of their needs. If a protocol is not working or the patient is not getting the realistic results they or you are anticipating, change their program; adjust their home care products or the intensity or scheduling of their in-office treatments.

By maintaining or using these suggestions, you can improve your sales while adding to the positive experience of your patients. Return business is based on customer satisfaction, results and the patient having a positive experience that only you and the special touches that you and your practice provide are able to offer.