CONVERT DISCOUNT CLIENTS TO PRE-PAID TRANSFORMATIONS

Training guide by Stacey Krizan: Author & Business Coach

This training guide was created by Stacey Krizan, High Ticket Spa Coach.

There should be less *"art"* and more *"process"* in your client consults. Art is hard to repeat. Converting client consultations into high-ticket client relationships doesn't have to be difficult.

Fast-track your success with better consultations

Why This Matters:

💰 Increased Revenue

❤️ Stronger Client Relationships

✨ Enhanced Spa Reputation

🌱 Professional Growth

Workshop Goals:

- Understand the psychology behind high-ticket sales.
- Learn to identify and address client concerns
- Implement a proven system to convert consultations into high-value packages.
- Master the process of an effective client consultation
- Facilitate effective consultation conversations that close more deals.
- Increase your spa's overall sales performance.

This guide provides proven strategies and actionable techniques to elevate your consultation process and significantly boost your sales. This is intended to be used as a workshop or team discussion. **Gather your providers who want to have more successful consultations**. Let's dive in!

This training document, created by Stacey Krizan, is intended to be a **training companion** to our workshop program or can be as a stand-alone training resource. To get the **Train-the-Trainer slide deck,** see the last page for a link to purchase it. If you found this document through ***an affiliate, use their discount code to save money*****.** If you can't remember their code, let us know who referred you, and we'll look up their affiliate coupon code so you can save money on full slide set.

We heard you, you're trying to grow your business, so you want to meet new people and for them to become a paying client. It's common practice in service businesses to offer first time clients an incentive for coming to your place of business. Often this incentive is a discount on their first experience. When a new client decide**s to only pay for the discounted experience**, it's usually because **we fell short in** the consultation process.

In order to create a brand experience that's scaleable (and enjoyable), we want the new client to experience our **best client service level**, which is usually a higher ticket price or pre-pay for a series of treatments; **the transformation, not the treatment.**

This was created to enable Spa Managers (or owners) to have the tools to train their team. Remind your staff that your clients deserve the best service experience that delivers outstanding client results.

This elevated experience, will **earn your providers enjoyable trusting relationships** with your clients. That's the motivation for learning how to sell the higher ticket offer, vs the discounted one.

Case Study: Cryo Contouring Studios

This case study highlights the dramatic revenue impact of focusing on pre-paid treatment series (ie packages) versus single treatments.

451 new client consultations were done during our first 27 months since opening. These consultations with first time clients resulted in the purchase of a single treatment or a series of treatments.

Consultations
--> Prepaid Packages

- 53% of consults
- 94% of revenue
- Avg Client Value: $2,731

Consultations
--> Single Treatments

- 47% of consults
- 6% of revenue
- Avg Client Value: $193

Key Takeaway:

Focusing on prepaid packages significantly increases revenue and average client value.

It's Not You; It's Your Process

You have created a great client experience, that leads to amazing client results, and you're knowledgeable and committed to their care.

So why is it so hard to get new clients to buy more than just the discounted first treatment?

Understanding the buyer's baseline of interest is crucial to guiding them towards a purchase decision. For service consultations, the journey typically involves:

1. **Awareness:** Client recognizes a desire to get out of pain and resonates with your offer.
2. **Consideration:** Client comes for consultation with apprehension.
3. **Decision:** Client chooses their pain/problem is worth getting resolved.
4. **Action:** Client chooses how urgent & painful their current situation of pain & value of their pain-free future is - single vs series.

*** **It's ALL about THEM, not you.** Not your offer. Not your price. Not your experience.

If your client moves from Stage 1 to Stage 4, you will enjoy a fulfilling relationship with a client who appreciates your service and values your brand experience. This can be achieved easily through a consultation that is more of a conversation style facilitated with engaging questions that ignite dialogue of their needs, desires and pain-points.

The Outcome You Earned

Your role is to facilitate this journey by providing information, addressing concerns, and building trust.

What your client chooses, is because you helped them value themselves, their pain, and are ready to prioritize their results with you.

So how did you do....

Single treatment, value about $149

Not terrible. You still converted a lead to becoming a paying client. And you are learning!

You get to earn their future business at every interaction. You haven't uncovered their underlining pain, haven't uncovered their urgency, and they don't feel heard, valued, and you did not earn their long term business. It's ok. You can get treatment #2 booked and have another opportunity to learn, listen and align better.

Series, value of $3,600

Congratulations. You client acknowledges they have been in pain for some time, have researched other options, have tried other solutions. They feel heard, valued and they trust you have expertise with client like them. You are now a recognized trusted advisor; which is more valuable than simply a service provider. And you know, with the kind of commitment that comes with a larger investment, you can almost guarantee the client will have amazing transformative results.

Many providers get frustrated with clients when they don't value your services and want to negotiate on price. The reality is, it's a reflection of you, your process and their perceived value of you will increase accordingly.

Example Consultation Questions That Work

Use these questions to gain a deeper understanding of your client's needs and goals:

- **Introduction & Rapport building**
  - How did you find us?
  - Share with me, how you think I can help you.
  - What is it you'd like to see improve?
  - Why is this a problem for you?
  - What are your goals for treatment?
  - What are your expectations from this treatment?
  - How would you describe your ideal result?
- **Uncover Emotional Triggers:**
  - What are you trying to avoid?
  - What have you tried to resolve this problem?
  - Have you tried any other treatments before?
  - Why hasn't this problem been resolved yet?

- **Urgency & Value of their problem:**
  - How painful is this issue?
  - How long has this been a problem?
  - What impact on your day is this issue?
  - Is there an upcoming milestone/urgency to have this resolved?
  - What other options are you considering?
  - Why now? Why did you decide today to come for a consultation?
- **Success Vision:**
  - What does success look like like?
  - How will it feel to have this issue resolved?
  - How will your life change without this issue?

Disqualification of leads reveal to High Ticket Clients

Not every client is a good fit for high-ticket packages. Use this checklist to identify red flags and remove barriers to move forward.

- **Commitment:** Are they committed to long-term results?
- **Budget:** What alternatives are you considering?
- **Realistic Expectations:** Are you able to do what's required to leverage at home what we do in this treatment hour?
- **Trust:** Show them results you've achieved for yourself, others, or clients like them
- **Willingness to invest:** Willingness to do what it takes to achieve the results you desire?

If a client does not meet these criteria, it may be better to focus on alternative treatments or products or refer them out to lower cost options. Go back to consultation questions and ask them what's holding them back from investing in themselves.

Validating Objections Converts to High Ticket Sales

Objections are not rejections; they are invitations for more information.
Allow the client to express their concerns and listen intently and validate their concerns. Use effective clarifying questions to better understand what's really holding them back.

Handle their objection immediately.

- Acknowledge their concern
- Validate their perspective.
- Ask how you can help them feel more confident to move forward.

Often their initial objection is not the real issue, it's just the first one they can think in hopes to delay the decision. They don't trust you, they don't value your offer, because you have not aligned with their

real concerns and desired outcome.

Objection: "It's too expensive."	**Response:** "I understand this is an investment. What other options were you considering?
Objection: "I need to talk to my husband first".	**Response:** "Of course. What information do you need from us to help you with the conversation with your husband?
Objection: "I'm not sure if it will work for me."	**Response:** "I can appreciate your doubt. What reason do you think it would not work for you? With our experience and the treatment protocols we use, we've seen incredible transformations with clients like you. I can also show you before-and-after photos of other clients who have had similar concerns."

Conclusion

Trusted advisors earn commitment, loyalty, and referrals - Be their guide, not a salesperson

By implementing these strategies, you can significantly improve your consultation conversion rates and build lasting relationships with high-value clients. Remember to be empathetic, and caring. Be very curious to learn more about the problem they want solved. Be ready to create a dialogue with lots of clarifying and open ended questions. You can do it!

You're just one engaging question away from a $3,600 sale. And after your first one, it will become the standard.

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HIGH TICKET SPA COACH: STACEY KRIZAN

REVENUE GROWTH AT THE PACE YOU CHOOSE

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			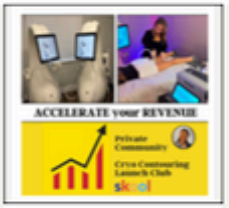		
Train-the-Trainer Deck for New Client ☐	**Coaching Book for High Ticket Sales** ☐	**Growth Guided by Coach** ☐	**Coaching Skool Community** ☐	**Directory of providers & owners** ☐	**List of all resources** ☐
Get our side deck so you can run your own coaching workshop with your team	Read, learn and execute with advice and examples from Coaching Book by Stacey Krizan	Fast track the whole process by hiring a revenue coach to guide you	Join our private community to get coaching tips with relevant examples by other spa providers.	Join our directory, get listed, find connections. You'll gain access to experts, resources, providers and owners	Not sure where to begin and want to peruse a bit and figure things on your own, heres a list of all the coaching resources.