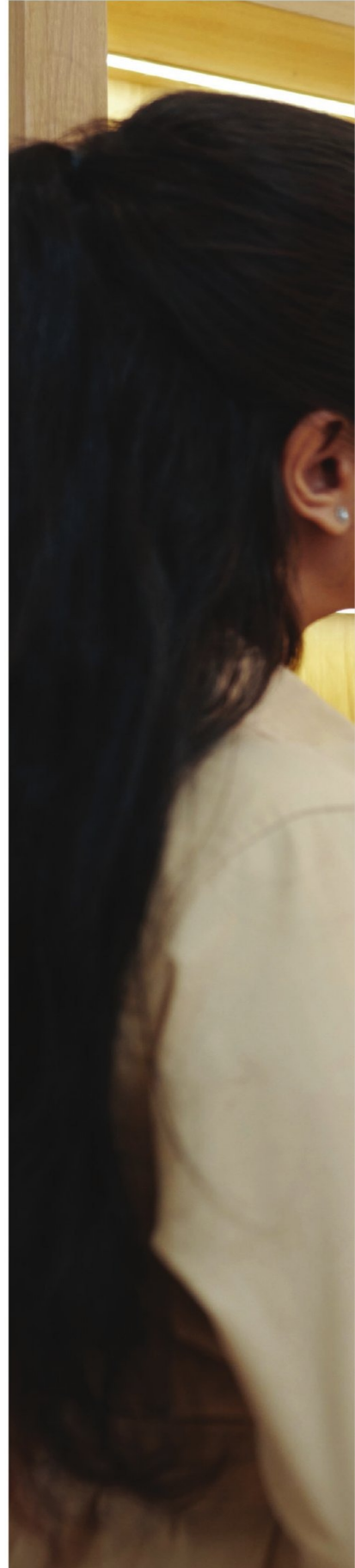


Selling with *Soul*

by Ashley Curtis, licensed aesthetician

Sales: the word alone can send a shiver down the spine of even the most seasoned skin professional. Many resist associating themselves with sales, preferring to focus on their craft and connection with clients. Many think sales is just about revenue, but whether running a bustling aesthetics practice or collaborating with skin care brands, sales is about results, alignment, and providing solutions that enhance lives.





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The key? Each professional needs to sell in a way that feels authentic and aligned with their unique values, which means mastering sales without ever feeling as if they are selling.

CONNECTION OVER CONVERSION

Many newly licensed skin professionals are terrified of being seen as pushy. The idea of hard selling might feel disconnected from the care they want to provide, but successful sales do not require pressure – they come naturally when the focus is on guiding clients through their own decision-making process. Every client moves through three key stages: awareness (recognizing they have a problem), consideration (exploring their options), and decision (choosing the solution that feels best for them).

For example, a new client may be overwhelmed by a long list of skin care frustrations and unsure of where to start in the awareness stage. They know their routine is not working but do not yet know what they need. Instead of bombarding the client with products, explain why their current routine is ineffective and recommend just two products to begin with. That small, focused change allows the client to see real progress. When they return, the hope is that they will have moved into the decision stage, ready to invest in a full regimen because they trusted the process and results.

In the aesthetics industry, sales is not about pushing products – it is about recognizing where a client is in their journey, listening to their needs, and providing the right guidance to help them feel their best – inside and out.

OWNING ONE'S MAGIC

When a professional first starts working with a higher price point professional brand, they may be blown away by the results but hesitant to recommend anything out of fear of rejection. Most professionals have their own story about how investing in quality products transformed their confidence and sharing that personal experience with clients is key to creating a connection and building trust which, in turn, allows clients to trust product recommendations.

Understanding what makes one's treatments and products special is the first step to building confidence. But it is more than just memorizing ingredients; it is about connecting the formulas to real-life benefits. For example, for clients hesitant about heavy creams, emphasize the lightweight yet deeply

hydrating texture of a preferred moisturizer.

When clients raise objections, meet them with empathy and education. If someone balks at the price (a rare occurrence), break it down as follows, "This serum is \$120, but it will last three months. This works out to \$1.30 a day and gives the needed results – that is less than a morning latte." Be specific about the results and demonstrate how to use it. When a professional believes in their offerings, clients feel that energy and are more likely to invest.

THE POWER OF WORDS

Communication is the cornerstone of building trust and active listening is vital – not just nodding along, but truly hearing what the client needs. Simple questions about a client's biggest



skin frustration at the moment or how their skin feels by the end of the day can reveal surprising insights. When explaining treatments or products, avoid jargon. Instead, create relatable analogies. For instance, compare LED light therapy to charging a phone by saying something like, “It is like giving skin an energy boost so it can repair itself more efficiently.” Clients do not just want to know what is being offered; they want to understand why it is right for them.

glowing, confident skin on their big day.

Personalization builds trust. Show genuine interest in the client’s unique concerns, whether it is choosing the right cleanser for their skin type or suggesting a time-saving morning routine for a busy, new mom.

ELEVATING, NOT UPSELLING

Creating all-inclusive experiences does not feel like selling; it feels like care. Do not focus on sell-

ing bundles or packages for homecare are an extension of that philosophy: everything a client needs in one thoughtful, easy-to-follow plan. When focusing on creating complete, inclusive solutions, clients feel the difference and they will keep coming back for more.

LEVERAGING TESTIMONIALS & FEEDBACK

Do not wait for perfection. Start collecting

skin and more importantly, their confidence. When stories like that are shared on social media or during consultations, it highlights both what is possible and helps potential clients see themselves in those results.

Feedback is not just about praise though. What if a client expresses feeling rushed during a consultation? Let that insight be a lesson that causes a re-evaluation of the pace of one’s services to better create more intentional conversations. Feedback, both positive and construc-

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BESPOKE RECOMMENDATIONS

Every client is different, which is why cookie-cutter recommendations do not work. One of the best things to do is reference a client’s history or preferences during conversations. It makes them feel seen.

For example, say a professional has a long-time client who loves a specific facial but struggles with adult acne and has an upcoming wedding. They may suggest incorporating a clarifying peel series and tie it to the client’s goal of

ing individual add-ons but instead focus on designing treatments that naturally incorporate enhancements like sculpting massage, LED light therapy, or calming post-treatment masks. This approach ensures that every client receives the most comprehensive care possible without feeling like they are being sold extras.

By building everything into one seamless experience, clients leave feeling pampered, valued, and fully cared for. The goal is not to nickel-and-dime clients, but rather to deliver an elevated, results-driven service they

testimonials now. Why? Because client feedback is one of the most powerful tools beauty professionals have. Glowing testimonials are not just validation, they are the professional’s voice when they are not in the room, building trust with potential clients before even meeting face to face.

Sharing these stories on social media or in consultations can work magic. For example, by creating a customized treatment plan for a client battling rosacea and guiding them through the right homecare routine, they can transform their

tive, is helpful, but more importantly, it is essential. It is how professionals refine, grow, and continue to offer the best experience for clients. Always listen. Always evolve. That is how a brand or practice that clients cannot stop raving about is built.

THE GENTLE ART OF REJECTION RECOVERY

Rejections sting. Clients declining products or treatments a professional knows would change their skin is hard not to take it personally; but over time,



professionals will learn that “no” often means “not right now.”

Leave the door open by saying, “I completely understand. If you are ever curious in the future, let me know!” Some clients may return months later, ready to try what they initially declined because they appreciated the pressure-free interaction. Gentle follow-ups, like sharing a limited time offer or a quick check-in, can reignite interest without feeling intrusive.

PRACTICE MAKES MAGNETISM

Sales is a skill, not a talent. When transitioning from being a solo practitioner to managing a team, helping employees build confidence in their recommendations is a top priority. Role-playing scenarios are a great tool for navigating objections and refining communication. With practice, they can grow more at ease, and their successes can start to multiply.

If sales feel challenging, start small. Role-play with a colleague and seek out workshops. Through thoughtful, structured scenarios, a team can transform their hesitation into confidence, navigating client objections and delivering recommendations with ease. Their successes can multiply if they feel prepared, empowered, and authentic. This is a step-by-step guide to making practice sessions impactful and helpful every time.

Step One: Set the Scene with Intention

Create scenarios that reflect real client interactions, both common and challenging. For example, a client hesitant to invest in a high-ticket product, a first-time client overwhelmed by options, or a loyal client with changing skin concerns. Start by clearly defining the goal of the interaction, such as explaining a product’s value, building trust, or overcoming objections.

Step Two: Assign Roles Thoughtfully

One person can play the provider, and another can take on the role of the client. Rotate roles to help both parties understand different perspectives. In a team setting, take advantage and observe each other to learn from different approaches.

Step Three: Focus on Active Listening

Begin each interaction by acknowledging and revisiting concerns the client has already expressed. This reinforces trust and sets the stage for a tailored recommendation. For example, if the client mentioned struggling with dryness around their cheeks, choose to focus on that, or if the professional notices redness around the client’s jawline, they might mention sensitivity as a concern and offer a solution that will calm their skin.

From there, guide the conversation with thoughtful, open-ended questions that encourage the client to share more, such as asking how their skin feels after trying something new or inquiring about what their biggest frustration with their routine has been. By revisiting known concerns and layering in deeper questions, the professional is actively listening and demonstrating genuine care. Pay attention to verbal and nonverbal cues during this exchange, ensuring the recommendations feel intuitive and aligned with the client's specific needs.

Step Four: Practice Empathy-Driven Responses

Provide responses that validate the client's concerns while educating them. For instance, acknowledge an understanding of the hesitation about the price and then break it down, being sure to mention how long it lasts and that it targets the exact concerns the client mentioned. Another example is to acknowledge when a client has tried a lot of mediocre products without results and offer them a high-performing, multitasking product to simplify their routine.

Step Five: Handle Objections with Curiosity

Objections are opportunities to build trust. Practice responses that

do not feel defensive or "salesy" such as inquiring about what is holding the client back from trying a recommended service or product or asking to show the client how an offering fits into their routine without adding extra steps. Start to see objections as client engagement, not rejection.

Step Six: Add Realism Through Timed Rounds

Set a timer for each scenario, giving a sense of real-world urgency. This helps refine clarity and focus under pressure while keeping the interaction natural.

Step Seven: Debrief with Constructive Feedback

After each round, discuss what worked well and where improvements could be made. Encourage self-reflection by asking questions like, "What felt natural during this interaction?" or "What could have been done differently to align better with the client's needs?"

Step Eight: Track Progress & Celebrate Wins

Keep track of role-play sessions and measure improvement over time. Celebrate after nailing a challenging scenario, applying a technique successfully, or translating practice into a real-world win. Confidence grows when progress is acknowledged.

Even as a seasoned professional, revisit these strategies regularly because growth comes from practice, not perfection. Thoughtful role-playing is a great foundation for creating a magnetic presence that inspires trust with clients and drives long-term results for them outside of the treatment room.

GROWTH MUST BE TRACKED

Numbers do not lie. Tracking metrics like average sales per client or conversion rates provides insight into what is working and what is not. Set realistic goals and do not forget to celebrate small wins. Maybe a goal is to recommend one new product per client or increase retail sales by 10% this month. Seeing progress, no matter how small, is incredibly motivating.

BUILDING A GOLDEN, LOYAL CLIENT BASE

The heart of sales and aesthetics is building relationships. Make it a point to follow up with clients after treatments, whether it is a thank-you text or a check-in regarding their skin post-treatment. Loyalty programs and exclusive perks are great tools, but nothing beats genuine care. Clients do not come just for the facials; they come because the skin provider makes them feel valued. That is the highest compliment

a skin professional could receive – and it underscores the importance of thoughtful touch points beyond the treatment room.

Sales does not have to feel sleazy or uncomfortable. When approached authentically, it is a tool for connection and growth. By prioritizing clients' needs and aligning one's sales approach with their values, both meaningful relationships and financial success can be achieved.

This is a permission slip to rewrite an inner narrative around sales. It is not about pushing. It is about offering solutions, building trust, and showing clients the path to feeling like their dreamiest, most beautiful selves. 



Meet Ashley Curtis, the skin care guru with 18 years as a licensed aesthetician

and a knack for helping fellow aestheticians shine brighter. She is obsessed with boosting careers and offers laid-back yet laser-focused virtual one-to-one mentorship, self-paced masterclasses, and hands-on live workshops. Education is where her passion and focus live. Blending the art of science, discipline, and nature to create big-picture solutions and disrupt outdated policies is her specialty. Inspiring personal and professional growth by pouring into her own evolution and providing endless support for her team, community, and other like-minded professionals is her lifelong, passionate pursuit.

put it into practice

RETAIL ROCKSTARS

Check out the ingredient highlights of these professional products that can be retailed to enhance and maintain treatment results.



MAIN SQUEEZE HYDRATING SERUM

Sorella Apothecary

Balancing the Best of Both Science and Nature

Snow Mushroom Extract: This extract reinstates dry skin to the maximum hydrated state while enabling it to develop elasticity

Hyaluronic Acid: This attracts and retains moisture to skin, creating a plumping effect and reducing the appearance of fine lines and wrinkles

Niacinamide: A powerful vitamin B3, it reduces inflammation and restores skin's natural barrier

Cogon Grass: This provides long-term hydration and increases overall moisture levels
sorellaapothecary.com

SPORT SHIELD

Dermastart Brands

Delivering Results Beyond the Surface

Micronized Zinc Oxide: This provides physical sun protection and skin immunity support

Alpha Lipoic Acid: This acid promotes lipid synthesis and inhibits collagen degradation

Magnesium Ascorbyl Phosphate (Vitamin C): An anti-inflammatory skin brightener, it also encourages collagen production

Grape Seed Extract: This extract minimizes cellular fatigue and supports the skin lipid matrix
dermastart.com



ROSEHIP TRIPLE C+E FIRMING OIL

Éminence Organic

Skin Care

*Enhancing Wellness Naturally
Through Extraordinary Products and
Extraordinary Service*

Rosehip Oil: A vitamin-rich oil, it improves skin's moisture, tone, texture, and the appearance of hyperpigmentation

Jojoba Oil: This oil helps control sebum production and soothes dry skin

Sea Buckthorn Oil: An antioxidant-rich oil, it promotes skin hydration, elasticity, and clarity

Rosemary Leaf Extract: This extract conditions and smooths skin

Milk Thistle: This helps maintain hydration in skin and prevents visible signs of aging
eminenceorganics.com



TRIPLE C VITAMIN THERAPY SERUM

Société Clinical Skincare

The Nexus Between Science and Nature

Sodium Ascorbyl Phosphate: An antioxidant-promoted collagen formation, this acts on melanin formation to prevent hyperpigmentation

Magnesium Ascorbyl Phosphate: Water-soluble and nonirritating, this boosts collagen and provides ultraviolet protection

Ascorbyl Glucoside: Once it permeates skin, it converts to L-ascorbic acid, delivering vitamin C to skin for a longer period of time
societeskincare.com



ALL PURPOSE TONIC PADS

Rhonda Allison

Results-Driven Formulations to Address All Forms and Types of Acne

Salicylic Acid: An antibacterial acid, it reduces inflammation and stimulates cellular turnover

Eucalyptus Globulus Leaf Oil: An antiseptic, it increases blood circulation and works as a disinfectant

Epigallocatechin Gallate Extract (EGCG/Heart of Green Tea): This antioxidant provides potent anti-inflammatory and antiseptic support

Totarol: Nature's alternative to benzoyl peroxide, this plant extract prevents the formation of bacteria
raacneremedies.com