

The Consultation Script

Internalize this. Then deliver it in your own voice. The script only works when it sounds natural.

Step 1 — The Skin Analysis

Before saying anything about treatments, analyze the skin thoroughly. Take photos. Make observations out loud. Clients feel something they have rarely felt at a medspa — that you actually see them.

Step 2 — The Transition (Memorize Word-for-Word)

THE OPENING

"Based on everything we have talked about and what I am seeing with your skin, I want to share what I think is the most effective path forward for you. My goal isn't just to do a treatment today — my goal is to actually get your skin where you want it to be. And to do that properly, we need a plan."

[Pause. Let it land. Then:]

THE BRIDGE

"If your goal is real change — not just temporary improvement — this is the most effective way to get there."

Step 3 — Presenting the Plan

Walk through the plan month by month. Explain WHY each treatment is included. Check in: "Does that make sense so far? Any questions about why I chose those?"

Step 4 — The Monthly Cost Reframe (Before Stating Total)

THE MONTHLY REFRAME

"When you break this plan down monthly, you are looking at [\$X/month]. That is less than most people spend on products sitting on their bathroom counter that aren't really doing much. But this is a complete guided program with a specific outcome at the end."

Step 5 — Stating the Price

State the price directly. Do not hedge. Do not apologize.

THEN STOP TALKING.

The silence after the price is the most powerful part of the entire consultation. Wait. Let the client process. They will arrive at their own yes.

The Four Objections — Complete Responses

Objection 1: "It's too expensive."

RESPONSE

"I hear you — it is an investment. When you break it down monthly, it is [\$X/month]. Most clients spend more than that on products that aren't doing a fraction of what this plan will do. The difference is everything in this plan is clinically proven to produce the specific results we talked about — and I am guiding you through every step."

Objection 2: "I'm not sure I'll stick with it."

RESPONSE

"That is actually exactly why the plan works. You don't have to motivate yourself every month to decide whether to come in — the decision is already made. Clients who have a plan are so much more consistent than clients booking one treatment at a time."

Objection 3: "I've tried things before and they didn't work."

RESPONSE

"I hear this a lot and I genuinely understand the frustration. It is almost never that the treatments did not work. It is that they weren't sequenced properly, weren't supported with the right home care, or there was no strategy connecting them. What we are building here is a system."

Objection 4: "Can I just do one treatment and see how it goes?"

RESPONSE

"Absolutely — I want you to feel comfortable. One treatment will give you a result. What it won't do is get you to [their specific stated goal]. That takes a plan. So let's do this — let's start with [first treatment] today, and I will send you the complete plan so you can see the whole picture. No pressure."