



AESTHETIC CIRCLE  
CONSULTING

## ONSITE VISIT DETAILED PROPOSED AGENDA

---Introduction

---Tour the facility

---OVERVIEW of expectations

---All staff training of Flow of Office - “Consumer-Sales 101” – Our Marketing Approach - ---  
Walk through the implementation process of Now Offering Sign, Questionnaire, Rack  
Card/Brochure(s), what signs do patients see in hallways, exam rooms and bathrooms.

--BREAK

---Front desk and any “non-technician” staff member training of “general” aesthetics 101

---Go through logistics of scheduling and working on the computer --- Do you have software for  
medical spas? Do you know how to set up a consultation? Schedule an appointment? How much  
time to schedule each for? Does everyone know how much to charge for each procedure?

BREAK

--Create social media pages OR do a post on social media pages ---- who is the person in charge  
of this at the clinic? Designate a staff member if need be

---Consultation Training w/technicians and those providing consultations

---Go over the consultation worksheets

---Role Playing

---Where will you be doing consults and where will you be doing Before/After Photos? Is there  
appropriate lighting?

---Skincare (if applicable)

---Pairing with services

---Merchandising

---Pricing with promotional offers

BREAK

---Promotions---

--“Build your Promotional Calendar”

---Grassroots Marketing Ideas

---Recap of the Day

---To-Do List for Aesthetic Circle & for Client

---Next Steps/Implementation & Strategy Zoom calls, what our Package with Alma entails. Edit requests, material(s) pricing, printing pricing.