

Successful Beauty Therapy in the 21st Century

What a wonderful time to be a part of the beauty therapy industry. There are so many exciting and rewarding arenas to work in like never before. You can work in a day, resort or destination spa. You may choose to be a trainer, lecturer or international speaker. The choice is really yours and your success is truly what you make it but the opportunity to make it is right before you.

Success is a very deliberate choice. Have you considered how you will achieve your share in the 21st century? It is so easy to continue to do the same thing year after year and wonder why nothing seems to change or get better. The truth is the only thing that is constant is change. You may not consciously be changing but change is happening around you at all times and this has an affect on all of us. It has been said that we never walk in the same river twice. All things change.

Successful beauty therapy in the 21st century is about creating the reality of your dreams. We must have a vision of what we want, a mission that sets us straight and goals that help us to chart our course. We must believe in ourselves and have unfaltering faith that what we believe can come to fruition.

When I first started in the industry I worked with Elizabeth Arden Red Door Salons. I had the smallest treatment room of all of the other eight estheticians and we all had our names outside of the door, "Miss Nina". The size of my room did not matter because what was behind the door was all that mattered to me. When I stepped into my room it was my pamper palace where I offered my clients the best services in town. Mind you all of the estheticians at Arden were all trained in the same manner, but I had fire in my belly and this made all the difference, in the way I greeted my clients, listened to their needs and took a true interest in their beauty concerns. I have never lost the fire in my belly to this day and it is what keeps me passionate and in love with what I do.

From those early times I had a vision to be the best that I could be. I had a mission to offer my clients the best services to meet their individual needs and I set goals with regards to up selling services and products that I believed would solve my clients' face and body concerns. No matter what position you hold in your career, you must have your own vision, mission and goals that keep your flame alive.

Once we have our vision, mission and goals in place we need to identify our strengths and challenges. Why do you do what you do? What are you really good at? What do you like most about your work? What areas challenge you about your work? What fears do you have? By identifying and listing your strengths and challenges you are able to see where you need to work to create more balance in your work and life. This all leads to creating your success.

Some of us are really good at the technical aspects of the business but when it comes to selling and communicating what the client needs to continue the benefits of their services at home we suffer. Recommending the right products for the client to use at home is as important as giving the facial if we want to see real results. If you are challenged by the word "selling" it is good to identify why you feel this way and consider why selling could be a benefit versus something negative. Maybe you just don't like the word but consider your responsibility to the client. When the client comes in to have a service with you they believe that they are coming to an expert and they expect you to not only give them the service but also tell them what they need to do on a regular basis to have younger and healthier looking skin. If we don't offer them the full package it has often been witnessed that the client will leave our place of business and buy their skin, hair and body care products somewhere else. We must remember that we are the experts and our position is to educate and inform the client as much as it is to give treatments. So now you see that the "selling" part of the process is merely a by product of our educating and informing the client of their needs.

We must also keep our finger on the pulse of trends and consumer wants and needs. What kinds of clients does your business attract? What is their age range? What are their lifestyles like? What are they looking for? Many times the clients that we want are not the clients that we attract. Are we a positive image of what we do and sell? How does the client see us? If we were a product on a shelf

would the client buy us? These are all questions we need to ask to determine our continued success.

It's great that we have been in the industry for years but have we stayed innovative, informed, excited and professional? There is a difference in being professionally friendly and too familiar. A client always expects us to be professionally friendly. The only reply that they want to hear when they ask how are we? Is great! When they come in to see us the focus is on them not us. We must remember this.

After identifying clients needs and wants we must determine what solutions we offer to their problems. A client is concerned about her maturing skin. What services and products do you offer to solve her problem and how do you communicate this? We should list all the skin care and body care problems we see and design specific solutions that deliver results in specific time frames. This information should be used to design our treatment menus, help in planning our marketing plans and give script to how we talk with clients during the consultation session.

The client's experience with us is very important. From the time they call to make the appointment to rebooking their next treatment will all determine our success. The person that answers the phone is very important to our business and they should know this. Do they answer the phone with a smile? Do they greet the client the minute they walk in the door? It takes seven to ten seconds for the client to make a first impression about us. We never truly get a chance to make a second first impression.

How does the whole operation work in our business? Does everyone know what their responsibilities are to the business, co-workers and the client? Do we communicate openly with each other to make sure we are looking out for the client's best interest? The client can tell when we are a smooth running machine and they will continue to do business with us based on how we make them feel, mentally, emotionally and physically.

On a scale of one to ten, ten being the highest, how do we rate? Under promising and over delivering will create positive experiences for the client that will bring them back and give us a positive bottom-line.

How do we keep our clients engaged with what we do? We must first be engaged ourselves. Do we have the services that we recommend to our clients or are we too busy? If we don't make time for ourselves why should the client? It is a lot easier to recommend a new treatment or product if we have used it and like it. When was the last time you went and had a service outside of your business for market research? When was the last time you went to the department store to have a make over and to observe how the beauty consultant treated you and listened to your needs? All of this is important to do to keep a finger on the pulse of our business.

Successful beauty therapy in the 21st century entails a lot of different components. We must start with identifying our vision and determining how we want to make our dreams a reality. Take the time to have a meeting with yourself, take inventory of who you are and who you want to become. What are your strengths and what challenges do you see before you? Commit to overcoming challenges and go after exactly what you want. Stop long enough to be aware of the present and be in it like there is no tomorrow. Remember, success is a deliberate choice. How do you plan to take your share in the 21st century?



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