

How to Market and Sell Medical Spa Services for Top-Line Success

Seminar Description

In this interactive, one-day seminar, you will learn the strategies and skills necessary for marketing and increasing sales at your medical spa or aesthetic practice. *How to Market and Sell Medical Spa Services for Top Line Success* seminar is designed to help you become the savvy business builder you need to be to achieve success.

- **Monday, October 27, 2008 / 9 am – 5 pm / Seating is Limited**

What You Will Learn

Creating a Marketing Machine: Strategies & Tactics

- Creating a memorable brand
- Developing a plan to meet your budget
- Creating a unique position in your market
- Competitive pricing to win
- Lead generating promotions & advertising
- Lead capture to fill your pipeline



Building a Successful Sales System: Strategies & Tactics

- Acara's G.U.E.S.T.™ Sales Method
- How to avoid the services revenue rollercoaster
- Keys to self-motivation
- Focus on the highest potential selling activities
- Follow Up



How You Will Benefit

Benefits of attending *How to Market & Sell Medical Spa Services*

- Increase your revenue & profit
- Generate more leads
- Gain new clients
- Increase repeat & referral business
- Develop a spa service culture with a sales focus
- Master selling as the ultimate service
- Sell without becoming too 'salesy'

You will receive: Marketing Budget Spreadsheet, Promotions Planning Calendar, GUEST™ Sales Method, Objections Grid, and Consultation Form.

Who Should Attend

This program is for Medical Spa, Spa and Cosmetic Practice:

- Physicians
- Managers
- Business Owners
- Sales Managers
- Nurses
- Aestheticians
- Front Desk Staff
- Professional Service Providers
- Advertising, Marketing and PR Consultants



Acara Presenters



Francis X. Acunzo, CEO and Debra Roberts, Vice President of Marketing

Testimonials

"After our team went through Acara's sales training, our revenue increased 40%."
- Steve Swift, President, WellQuest Medical Spa & Clinic

"We are thrilled with the success of our Smartlipo event. Once again, Acara has proven that with the right sales and marketing, a Medical Spa can succeed even in a challenging economy."
- Robert Tostado, MD, Owner and Medical Director of Biologica Institute & Medical Spa

"Francis Acunzo is one of our most popular speakers. Attendees always walk away with practical knowledge and come back year after year for more."
- Dee DeLuca-Mattos, President of the Medical Spa Society

Date **Monday, October 27, 2008**

Time 9:00 AM to 5:00 PM EST (Includes continental breakfast, lunch, coffee and a snack)

Location Holiday Inn Express, Route 1, Branford, CT (10 miles north of New Haven)

Tuition Fee \$299 for the first participant; \$199 for each additional participant

Medical Spa Society Member Price:

\$239 for the first participant; \$159 for each additional participant

Satisfaction Guarantee If you are not satisfied with this program, we'll refund your tuition fee.

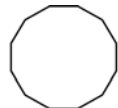
Cancellation Policy Full refund upon written cancellation at least 15 full business days prior to the seminar. 50% refund upon written cancellation at least 5 days prior to the seminar. All cancellations will incur a \$25 processing fee, per person.

Registration Call Mary Lyons at 203-488-0028 x.301 or email: mlyons@acaramedspas.com or FAX the Registration Form to 203-481-5364. Seating is limited.

Our Platinum Sponsors



Our Gold Sponsor



Our Education Sponsor

