



What is a promotional package? These packages directly or indirectly ‘up-sell’ and ‘cross-promote’ other related services and/or products from your business. Here’s an example:

Your client’s/patient’s primary concern may be that she has cellulite on her thighs. She views the Anti-Cellulite treatment as being the answer to her problem. You, as the educated professional, however, have the knowledge that there are many other factors that play into her problem with cellulite. For example her diet, the amount of daily exercise, the level of toxins in her body, and perhaps the absence of a homecare regime. Each person’s condition is unique and requires a personalized long-term program, which may be designed by the therapist following a consultation with the client/patient.

These programs are quite often accompanied by a high price tag, which may dissuade her from entering the program. The promotional packages therefore play a crucial role in capturing that business for two primary reasons. First, in order for her to obtain desired results, she must complete the recommended program. Once she sees the results, she will be a walking advertisement for your business. Second, from a business perspective, you want her to experience as many services and products from your business as possible, to allow you to generate maximum revenue. Below is an outline of areas to consider when constructing your promotional packages:

Guidelines to Use When Constructing Promotional Packages

- ◆ Choose result- orientated treatments that already have exposure and combine them with other services that will compliment the effectiveness of the treatment.
- ◆ Include home care products in the promotional packages where applicable. This will allow the client/patient to experience your products, while increasing the potential results.
- ◆ Offer the client/patient savings in one of two ways. Either discount the total price of the package by a set percentage, or enhance the value of the package by including free treatments or products and then promoting the savings with a dollar value.



Example # 1:

Anti-Cellulite \$1800 (Series of 4 Treatments)
 Cellulite is a normal skin condition caused by a build up of toxins in the body that collect in fatty areas like the abdomen, thighs, and arms. Experience the following non-invasive therapies and products to minimize the appearance and firm and tone the body.

- Lymph Drainage, Relaxing Body Treatment
- Mesotherapy Session
- Nutritional Assessment

Example # 2:

Sweet Surprise \$1300 (save \$274)
 Rejuvenate your skin with these minimally invasive, non-surgical procedures. In just two hours you can be back at work, looking and feeling younger.

- IPL Photo Facial Rejuvenation
- Botox Cosmetic (1 area)
- Restylane (2 syringes)

Tailor-make your treatment package wherever necessary to accommodate your clients/patients varying needs and reward them for their patronage.