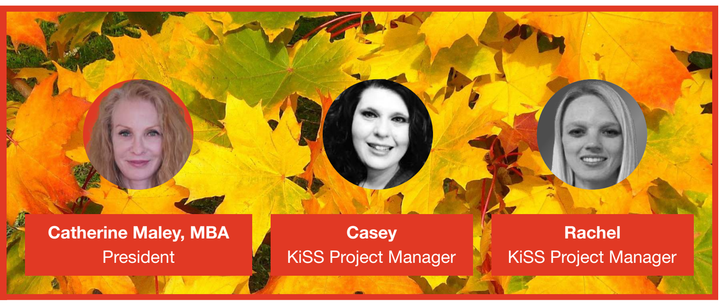
KiSS© Newsletter

September 2020



Catherine Maley, MBA
President

Casey
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MESSAGE FROM CATHERINE

The demand for cosmetic rejuvenation has continued to stay strong. Apparently, looking good and feeling great has become an essential ingredient for consumers. That means, the future is looking promising!

-Catherine

HOW TO FOLLOW UP WITH PROSPECTIVE PATIENTS WITHOUT 'SCARING' THEM AWAY

If you have spent the time to bond with the patient and truly listen to them, they'll tell you what they think, how they feel and where they're at in the buying decision.

It's when you haven't built a relationship with the patient that you feel like you're chasing them down for an answer.

If the patient tells you they have to "think about it", try to think with them. Ask what their sticking points are so you can address them.

Then, ask if there's anything else since it often takes a couple of questions to get to the real objection.

If that doesn't help, set up a follow up day and time before they leave the office, while they are sitting in front of you, so they expect your call.

Another effective strategy is to call, text and email them with new information that should interest them.

Perhaps your finance company just introduced an Interest-Free Plan, or your vendor gave you a free recovery kit and you're calling to offer it to them should they be ready to move forward.

Or, **offer 1K Free KISSes towards non-surgical treatments to complement their surgical procedure.**

This could be just what they needed to jump off the fence and say YES!

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PERSONALITY POSTS HELP A LOT

The thing about social media is that it's social. New prospective patients want to get to know you before calling and visiting you.

Your current patients want to see how you're doing and what's new with you.

While we create tons of KiSS social media posts for you, it's super helpful if you also post using personality. That means you in the social posts in creative ways.

Ideas include: Shoot a video of your surgeon operating and/or doing a consultation. Shoot a video of a patient having a laser procedure and talking about how comfortable they are and how much they love the result they get. Take action shots of staff checking out patients, celebrating their birthday and holding up our KiSS mugs.

Your Patients Love to See YOU on FB & IG! How do we know? **Look at the difference in likes below.** Our posts got 5 likes but the personality post got 23 likes in a very short time.

So grab your iphone, ipad and our KiSS props, and make fun posts!

5 Likes

5 Likes

23 Likes

THE COSMETIC PATIENT JOURNEY

Cosmetic patients enter your practice from many doors. Some put their toe in the water and try something simple like IPL or hair removal. Others start with Botox. Others jump right into surgery to take care of something that bothers them a lot.

The beauty of this journey is that no matter which door they entered, they will stay for more if you treat them well and educate them on **ALL** of the procedures and treatments you offer. So…..

….an IPL patient becomes an injectable patient and then a surgical patient
….an injectable patient becomes a laser patient and then a surgical patient
….a surgical patients becomes a laser patient and then an injectable patient

Cosmetic patients who care about their looks will be open to solutions to keep, enhance or rejuvenate those looks, so educate and nurture them.

NEW TOOL TO HELP SPREAD THE WORD ABOUT KISS!

Due to COVID, there are all sorts of new restrictions you have to deal with.

Since you can no longer hand out our KiSS instruction sheets showing your visiting patients how to refer, review and take selfies to promote you, we designed wall clings that adhere to plexiglass so you can post this at checkout.

Your visiting patients can clearly see it and your staff can ask them if they have any questions.

Look for yours in the mail this week!