

The Client's Eye View™ Checklist

Start the process from outside of your business building

Make sure your body contouring services are prominent

- Do you have visible signage about your body contouring services?
- Does your signage include your USP and/or tagline for body contouring?

Check your Waiting Area/Lobby

Do you combine your body contouring clients with other types of clients, such as pain relief, diagnostic, etc?

If so, go through the process looking at it *through a body contouring client's eyes*.

- Is the area & furnishings clean, neat and updated as possible? (look at the paint on the walls, the ceiling, lighting, signage posted, corners, behind doors, flooring, etc.)
- Do you need to segregate aesthetic body contouring clients from medical patients?
- Is your choice of music part of your brand, choose it carefully and make sure it stays consistent.
- Do you have play videos about your treatments? Don't forget to include your tagline and/or USP.
- Do you have a signature scent for your business?

Check your Front Desk

Many business owners add body contouring to their existing business.

Your body contouring clients need to feel so valuable that they want to choose you for body contouring and spend a large amount of cash at your business.

- Are all clients greeted with a smile?
- Do you have special salutations for your body contouring clients? Are they used consistently?
- Does the Receptionist display genuine enthusiasm and excitement?
- Does the Receptionist alert the appropriate team member immediately when a client arrives?
- Does the Receptionist keep wait time under 5 minutes?
- Do you have a back-up plan in case of delay?
- Are your staff members trained and knowledgeable about body contouring?
- Is your body contouring client being distracted by the intake of medical patients? It's best to have two separate waiting areas, if possible

Check your Team - you, your body contouring team

Do you have a designated body contouring team member?

Special treatment' should be consistently delivered

- When greeting a body contouring client, does the team member greet the client with a warm smile *and the branded greeting*, making her feel welcome?

- Does your designated team member show genuine excitement and enthusiasm for the client's interest in body contouring?
- Does your designated team member extend a genuine compliment to the client?
- Does your team use inviting statements related to body contouring to set the client at ease?
- Is a beverage being offered to the client?
- Does your designated team member ensure the intake process is organized and runs smoothly every time? (paperwork, fee collection, ect.)

Check your Treatment/Consultation Rooms

- How many treatment rooms can you dedicate to body contouring services?
- If you have just one room to spare for body contouring, can you do consultations, photos/measurements, and treatments in the same room?
- Does your one dedicated body contouring room have adequate space?
 - To provide desk & chairs for consultations?
 - For a treatment table and the body contouring equipment?
 - Scales for weight?
 - Unobstructed full length wall-mounted mirror?
- Evaluate your Before/After photos and measures process? Are they consistent, with solid background and adequate lighting? Consider a dedicated room, if space allows.
- Take a look at the walls, counters, cabinets, furnishings, flooring of each room.
 - What is your brand? Brand with your colors on the walls and linens (to coordinate with your body contouring literature, website and advertising)
 - Is it time to replace or repair counters, cabinets, floor or furnishings?
 - Is it time for fresh paint?
 - Does everything look new and fresh?
- Replace any old linens and avoid use paper drapes.
- Does your furnishings reflect your brand?
- Do you have posters promoting other aesthetic procedures? Are they in good condition?
- Do you provide music and/or videos in your treatment room?
 - Are you able to customize media selections for clients without disrupting others?
- Have you removed anything that resembles a medical exam? For example a microscope, stirrups on an exam table or medical signage on walls such as HIPAA Notices, etc.?
- Attention to detail is a must. All the way down to the trash can in the room. Is it visible? Is it clean and go with your decor?

Check your process of checking out & making return appointments

- Review where your client is given any post care instructions and making return appointments?
 - Are you providing a seamless experience?
- Are clients walked to the exit and give appropriate reminders & good-byes?
- Do you or your dedicated team member consistently make follow up calls the next day?