

## **CONVERSION, CONSULT, CLOSING TOOLKIT**

1. Sales Training Topics
2. Technology Survey
3. Benefit Selling Talking Points
4. Phone Skills and Call Scripts
5. Cosmetic Interest Survey
6. Feminine Health Self-Assessment
7. Medical Intake Form
8. Patient Testimonial & Photo Release Form Sample
9. Price Quote Aesthetic
10. Weekly Incoming Call Tracker
11. Consultation Log
12. Practice Diagnostic Self-Assessment

## Staff Sales Training

1-877-742-0742

<b>Technology:</b>	<b>Date:</b>
<b>PGC Staff:</b>	<b>Time:</b>
<b>Staff Sales Training:</b>	<b>Notes:</b>
<b>Current Cosmetic Market</b>	
Cosmetic Funnel	
Treatment Benefits	
Treatment Competitive Advantage	
<b>Conversion &amp; Consultation</b>	
Call Conversion	
Email Conversion	
Funnel/Offer Conversion	
Leading the conversation	
Consultation Description	
Consultation Preparation	
Closing Questions	
Closing Strategies	
Follow Up Choices	
Event Strategy	
<b>Sales Training</b>	
Why do people want it?	
Benefit Selling	
Consultation Structure	
Open-Ended Questions	
Call Conversion	
Consultation Closing Skills	
Cross Promotions	
Role Play	
Patient Financing	
<b>Quiz</b>	
Top 3 Benefits	
Pricing Grid	
Closing Questions	
Cross Promotional Ideas	
Testimonial Strategy	
Financing Options	

## TECHNOLOGY AND SERVICES INVENTORY –

***CHECK THOSE YOU CURRENTLY OFFER***

SERVICES CURRENTLY	MAIN BENEFITS	SURGICAL PROCEDURES
<input type="checkbox"/> Toxins or Botox	<input type="checkbox"/> Wrinkles or Laxity	<input type="checkbox"/> Face Lift Surgeries
<input type="checkbox"/> Injectable Fillers	<input type="checkbox"/> Volume Loss and aging	<input type="checkbox"/> Body Lifts
<input type="checkbox"/> RF/Laser Liposuction	<input type="checkbox"/> Unwanted body fat	<input type="checkbox"/> Necklift
<input type="checkbox"/> Non Surgical Face/Neck Firming	<input type="checkbox"/> Neck Laxity and jowling	<input type="checkbox"/> Stress Urinary Incontinence
<input type="checkbox"/> Non-Surgical Body Skin Firming	<input type="checkbox"/> Skin creepiness and tone	<input type="checkbox"/> Labiaplasty
<input type="checkbox"/> Non-Surgical Body Contouring	<input type="checkbox"/> Cellulite and Fat reduction	<input type="checkbox"/> Liposuction
<input type="checkbox"/> Laser Resurfacing	<input type="checkbox"/> Resurfacing and Anti-Aging	<input type="checkbox"/> Tummy Tuck
<input type="checkbox"/> IPL	<input type="checkbox"/> Pigmentation Sun Damage	<input type="checkbox"/> Mommy Makeover
<input type="checkbox"/> Laser Hair Removal	<input type="checkbox"/> Permanent Hair Removal	<input type="checkbox"/> Breast Lift/Reduction
<input type="checkbox"/> Feminine Rejuvenation	<input type="checkbox"/> Vaginal Discomfort/Appearance	<input type="checkbox"/> Brazilian Butt Lift
<input type="checkbox"/> Micro Needling Treatment	<input type="checkbox"/> Facial Rejuvenation	<input type="checkbox"/> Male Breast Reduction
<input type="checkbox"/> Medical Grade Skin Care	<input type="checkbox"/> Preventative Anti-aging	<input type="checkbox"/> Rhinoplasty
<input type="checkbox"/> Hair Transplantation	<input type="checkbox"/> Hair Loss/Recession	<input type="checkbox"/> Arm Lift (excess skin or fat)
<input type="checkbox"/> Kybella (Fat Reduction)	<input type="checkbox"/> Double Chin	<input type="checkbox"/> Scar Revision
<input type="checkbox"/> PRP	<input type="checkbox"/> Rejuvenation and stimulation	<input type="checkbox"/> Fat Transfer

## **Selling Benefits Highlights by Service**

### **TOXINS – BOTOX, DYSPORT, XEOMIN**

- No downtime
- Quick appointments
- Reverse fine lines and expression lines
- Prevent lines from forming
- Lift a brow
- Erase the 11's
- Perk the pout
- Treat forehead, crows-feet and between brow tension lines.
- Happier and less stressed appearance
- Quarterly treatments, long lasting benefits
- Typical pricing ranges \$9-14/unit
- 94% Worth It Rating – Ave cost \$550

### **FILLERS – JUVEDERM, RADIESSE, RESTYLANE, VOLUMA, BOLETERO**

- Adding volume to lips, cheeks, under eye, smile lines.
- Non-surgical
- Little to no downtime
- Lasting results – can be several years
- Proactively manages aging appearance
- Reverses age and volume lost
- Dramatic and immediate results
- Average cost \$1,000
- 92% Worth It Rating!

### **KYBELLA – INJECTABLE**

- Injected under chin to dissolve fat to create a better jawline
- 1-2 treatments
- Non-surgical
- Little to no downtime
- Lasting results – can be several years
- Creates the appearance of weight loss
- Average cost \$1,350
- 80% Worth It Rating!

## **LASER HAIR REMOVAL**

- Series of treatments 4-8 sessions, 6 weeks apart, 10 months typically
- Quick, safe and effective
- Common areas: bikini, under arm, legs, back, chest, shoulders, chin and sideburns
- The laser beam passes through the skin to target the follicle with enough heat to damage and kill the follicle over a series of sessions resulting in permanent hair reduction.
- Long lasting results, typically annual touch ups recommended
- 30-minute sessions on average
- No sun 2 weeks before or self-tan
- No need to stop shaving between
- Topical cream available
- Save hours a month not shaving
- Be vacation or swimsuit ready 24/7!
- NdYAG, Diode, Alexandrite, Rudy and IPL types
- \$500-1500 per series
- 94% Worth It Rating

## **COOLSCULPTING OR NON-INVASIVE BODY CONTOURING**

- Non-invasive body contouring, called *CRYOLIPOLYSIS – fat freezing*
- Spot reduction for stubborn areas that are not responding to diet and exercise
- Stomach, love handles, under chin, thighs, bra area.
- Cool Mini for small areas like under chin or bra area, inner thigh
- No surgery or anesthesia
- Little to no downtime
- FDA cleared and safe
- Swelling and soreness for a few weeks is possible.
- Results begin 4-6 weeks after treatment
- 1-3 sessions per area
- Other competing non-surgical fat reduction services are: Acculift – Emsulpt – Exilis – CoolMini – SculpSure – BodyFX – Vanquish – truSculpt - ultraShape
- \$2,400 Average Price
- Worth It Rating 80%

## **LASER RESURACING – CO2**

- Little downtime, topical anesthetic, 1 hour, 1-time session or series is available
- Improves pigment, texture, wrinkles and laxity
- Stimulates collagen and elastin
- Results start within a few weeks with results at 4-6 months
- 1-week social downtime with moisture barrier cream during recovery
- Avoid sun exposure for 2 weeks post treatment and use SPF daily
- Clear & Brilliant, CO2, Fraxel, Fractional Laser, SmartSkin, Pearl Laser, Halo
- Average Price \$2,275 and Worth It Rating 88%

### **VAMPIRE FACIAL AND MICRONEEDLING**

- Blood draw of your plasma, processing to PRP and reinjecting it into the treatment area with micro needling. Application of PRP to skin like a mask.
- Improve tone and create rosy glow
- Wrinkle reduction and smoother texture
- More youthful look with minimal downtime
- Collagen and elastin stimulation
- No chemicals, your plasma
- Results in 2-3 months, lasting 1-2 years.
- Average pricing is \$1,125
- Worth It Rating 89%

### **IPL, PHOTO FACIAL, LASER FACIAL, BBL**

- External, non-invasive, Intense Pulsed Light Treatment, 1-3 Session
- Treats sun damage, hyperpigmentation, vascular lesions, freckles, rosacea
- Face, Neck chest, legs, hands and arms
- Avoid sun exposure, self-tan, or tanning beds 1 month before and after treatment
- Comfortable treatment, minimal social downtime
- Slight redness post session for a few hours
- No Accutane or glycolic pre and post of session per physician instruction
- Post treatment 24-48 pigment will darken and then flake off during the week
- Vascular may improve within 2-4 days post IPL
- Visible improvements 1-2 weeks post
- Sunscreen daily post treatment regardless of outdoor time or climate conditions
- Comfortable, safe and effective
- Radiant glow and collagen producing
- Monthly IPLs can hold aging at bay
- Average Cost \$500
- Worth It Rating 86%

### **ENERGY ASSISTED LIPO - RF OR LASER ASSISTED LIPO WITH OR WITHOUT SUCTION**

- Abdomen, Inner Thigh, Outer Thigh, Flanks, Bra Back Area – Body Lipo Areas
- Minimally Invasive - Awake or Under General
- Single Session, Quick recovery, Micro implements
- No Stitches - Typically
- Dramatic results, removing unwanted fat with unmatched tightening results
- Tummy Tuck like results without the surgery
- Smartlipo, Bodytite, Laser Lipo, Vaser, ThermiTight
- Average Price \$4,500
- Worth It Rating 85%

## **FEMININE HEALTH NON-SURGICAL**

- Radio Frequency or C02 Laser for Vaginal Canal and Exterior Labia
- Tighten and Tone Internally and Externally
- Thickening Skin with collagen production creating healthier mucosa
- Improves vaginal laxity and moisture levels
- Improves urinary incontinence and sexual dysfunction
- Alternative to surgical or hormonal treatment
- Only 3 treatments over 3 to 4 months
- Sessions last less than 30 minutes
- Comfortable, awake and non-invasive
- Improvement will show internally and externally
- Collagen stimulation and increased elasticity
- Little to Zero downtime
- Votiva, MonaLisa Touch, Viveve, Thermiva, diVa, FemTouch, Juliet, Intima, Ultra Femme 360
- Average Price \$3,000
- Worth It Rating 96%

## **MEDICAL GRADE SKINCARE**

- Higher concentrated ingredients, not available over the counter
- RX only – customized consultations
- Prevention and Protect – SPF's, Serums, Lip and Eye specific treatments
- Reverse – Retinols, Vitamin Serums, Peels, Stem Cell, Lightening Agents
- Targeted Conditions – pigment, acne, wrinkles, laxity, rosacea, melasma, tone, texture, fine lines and aging concerns.
- Skin Medica, Epionce, Obagi, Elta, ZO, Oxegentix, Cellex C, Revision
- Average Cost \$200
- Worth It Rating 89%

## **HAIR TRANSPLANTATION – NEOGRAFT, ARTAS, HAIR RESTORATION**

- Minimally invasive performed without general anesthesia
- Your real hair – requires consultation to look at donor hair
- FUE – Follicular Unit Extraction
- No linear scar with FUE instead of the strip method
- Low chance of infection, quick healing, 6 months for full results
- Procedure is about 4 hours on average
- Average Cost \$8,000 - \$10,000, Average Grafts 2,500-3,000
- Worth It Rating 95%

## **NON-SURGICAL RF SKIN TIGHTENING WITH MICRONEEDLING FACE/NECK**

- Can be one treatment or a series of less intense treatments
- Requires topical with an option of oral and injectable anesthetic
- Fractional rejuvenation and resurfacing to improve wrinkles and pigment
- CO2 like results with much quicker healing and less scabbing or oozing
- Non-Surgical Facelift or 10 Years Younger Treatment or radio frequency micro needling
- Lower eyelids, upper eyelids, smile lines, forehead, cheeks, mouth, periorbital lines, and neck
- Acne scar treatment and inhibits future breakouts
- 1-3 sessions typically
- 2 Treatments in 1
- Micro Implements and quick healing
- Safe, effective and dramatic tightening, toning, pigment correction
- Treatment recovery times can be customized
- Downtime is minimal, makeup can be applied 1-2 days post
- Micro lesions visible for a few days and slight redness for about a week
- Limit sun exposure post treatment and use broadband sunscreen daily
- Results begin at 2 weeks finalizing by 3 months
- Dramatic tightening, resurfacing, pigment and allover anti-aging
- Extremely effective for acne and good on dark skins
- Fractora, Embrace RF, Profound, ThermiTight, RF, ProfoundRF, Skintyte, InfiniRF
- Average Price \$1,300
- Worth It Rating 84%

## **RF SKIN TIGHTENING – NON-INVASIVE**

- Face, Neck, Forehead, Crows Feet, Upper Eyelid, Lower Eyelids, nasolabial folds, jowls, smile lines. Body treatments are available as well.
- Face: 3 – 8 weekly treatments per physician recommendations
- Body: Abdomen, Thighs, Arms – Weekly 6-8 sessions
- Radio frequency dermal heat to cause skin contraction in the deep layers.
- Stimulating new collagen and improved skin elasticity
- Long lasting results appearing in 3 to 4 months
- Tighten, Tone, reduce creepiness without suction
- Non-invasive, Zero Downtime, Slight redness post session possibly for a few hours
- Ultherapy, Forma, Thermage, Viora, InfiniRF
- Average Price \$2,675
- Worth It Rating 80%

## **RF WITH SUCTION BODY EXTERNAL NON-INVASIVE**

- RF heating with suction and rollers
- Non-surgical alternative to liposuction
- Results begin after first few treatments, lunchtime procedure
- Warming and gentle pulling sensation to smooth out unwanted stubborn fat pockets
- Dramatically reduces the appearance of cellulite
- Safe, Comfortable, Zero Downtime, Long Lasting Results
- Tighten Skin, Reduce Cellulite and Reduce Fat creating inch loss
- Fat apoptosis (death) – Body contouring, inch loss and spot reduction
- Excellent treatment for muffin tops, mommy tummy, inner or outer thighs
- Collagen stimulation and increased elasticity
- Temperature controls keep patient comfortable and prevents dermal burns
- Customized treatment packages depending upon patient goals and treatment areas
- Series 5-8 Weekly Sessions
- BodyFX, TruSculpt, SculpSure, Venus Freeze, Vaser Shape, Exilis, UltraShape
- Average Price \$1,500
- Worth It Rating 70-80%

## Phone Skills and Scripts

### Everyday Phone Etiquette

- Enthusiastic and friendly...every time
- No matter what your mood...every call counts!
- Smile when you are talking
- Always answer phone by 2<sup>nd</sup> ring
- Never put on hold more than once
- Transfer the caller to your Patient Sales Consultant
- Thank you for calling this is \_\_\_\_\_(your name)...How may I help you today?

### Incoming Aesthetic Calls

- What results are you looking for?
- Have you researched \_\_\_\_\_ service much?
- Have you had other treatments in the past for this or other aesthetic concerns?
- What conditions are bothering you...and for how long?
- Share the top 3 benefits for the service they are interested in.
- Try to match the benefits to the concerns they listed.
- Can I schedule a time to come in and meet Dr. \_\_\_\_\_ to discuss treatment options and packages?
- We offer consultations on \_\_\_\_\_ day and \_\_\_\_\_ day...which day is better for you?
- Morning or afternoon?
- Great – give two choices!
- If they need after-hours or sooner date, take name and number to call back after you check for cancellations or an opportunity to squeeze it into the schedule.
- Patients appreciate the extra effort even if it doesn't work out.
- Call back and offer the best alternative and get them booked!

### Incoming Pricing Questions

- What are your main concerns or results you are looking for?
- Repeat back to the caller that the service they are asking for is indeed the best treatment to address their aesthetic concerns.
- In order to really achieve your desired results it is often a combination of therapies and services.
- Our consultations are with the Physician and are complimentary (or only cost....)
- Pricing is often packaged by number of sessions needed to achieve your goals and also by a combination of various treatments. It is difficult to access this over the phone.
- So let's get you scheduled for a consultation!
- If they still want prices give them the starting price or range and again let them know that it is simply a broad range. Aesthetic goals vary so dramatically by patients as does the degree of the condition that you want to treat...
- Our consultations are 45 minutes and we show you photos and discuss all treatment options.
- We do consultations on \_\_\_\_\_ day or \_\_\_\_\_ day, which is better for you?
- Do you prefer morning or afternoon? Give 2 choices.  
OR
- Would you like me to email you a menu with prices? If they will not book the event or consultation.

# COSMETIC INTEREST SURVEY

Services that interest you...	Concerns you may have...	Surgical areas of interest...
<input type="checkbox"/> BOTOX or Toxin	<input type="checkbox"/> Wrinkles or Laxity	<input type="checkbox"/> Breast Augmentation
<input type="checkbox"/> Injectable Fillers	<input type="checkbox"/> Volume Loss and aging	<input type="checkbox"/> Facelift
<input type="checkbox"/> Liposuction	<input type="checkbox"/> Unwanted body fat	<input type="checkbox"/> Necklift
<input type="checkbox"/> Non Surgical Face/Neck Firming	<input type="checkbox"/> Neck Laxity	<input type="checkbox"/> Stress Urinary Incontinence
<input type="checkbox"/> Non-Surgical Body Skin Firming	<input type="checkbox"/> Skin creepiness and tone	<input type="checkbox"/> Labiaplasty
<input type="checkbox"/> Non-Surgical Body Contouring	<input type="checkbox"/> Cellulite and Fat reduction	<input type="checkbox"/> Liposuction
<input type="checkbox"/> Laser Resurfacing	<input type="checkbox"/> Resurfacing and Anti-Aging	<input type="checkbox"/> Tummy Tuck
<input type="checkbox"/> IPL	<input type="checkbox"/> Pigmentation Sun Damage	<input type="checkbox"/> Mommy Makeover
<input type="checkbox"/> Laser Hair Removal	<input type="checkbox"/> Permanent Hair Removal	<input type="checkbox"/> Breast Lift/Reduction
<input type="checkbox"/> Feminine Rejuvenation	<input type="checkbox"/> Vaginal Discomfort/Appearance	<input type="checkbox"/> Brazilian Butt Lift
<input type="checkbox"/> Microneedling Treatment	<input type="checkbox"/> Facial Rejuvenation	<input type="checkbox"/> Male Breast Reduction
<input type="checkbox"/> Medical Grade Skin Care	<input type="checkbox"/> Preventative Anti-aging	<input type="checkbox"/> Rhinoplasty
<input type="checkbox"/> Hair Transplantation	<input type="checkbox"/> Hair Loss/Recession	<input type="checkbox"/> Arm Lift (excess skin or fat)
<input type="checkbox"/> Kybella (Fat Reduction)	<input type="checkbox"/> Double Chin	<input type="checkbox"/> Scar Revision
<input type="checkbox"/> Latisse (eyelash enhancer)	<input type="checkbox"/> Short Thin Lashes	<input type="checkbox"/> Fat Transfer
<b>Other Concerns:</b>		

**Patient Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

How did you hear about us:     Online search     Referral     Sign/Location     Billboard

Radio     Print     TV     E-mail     FB     Instagram     YouTube

**Referred By:** \_\_\_\_\_ **Other:** \_\_\_\_\_

# *Non-Surgical Vaginal Rejuvenation*

## *Is this Treatment Right for You?*

- Do you notice vaginal discomfort symptoms on a regular basis?
- Are you experiencing menopause or perimenopause symptoms?
- Have you had multiple births?
- Have you been through cancer treatment?
- Do you choose not to (or cannot) use estrogen/hormone therapies?
- Have you been told you have low estrogen?
- Are you experiencing urinary problems?
- Do your symptoms affect: sleep, activity, athletics, travel and social activities?
- Would you like to be able to have sexual relations without discomfort?
- Are you experiencing dryness, itching, discharge, odor, irritation, tenderness?
- Are you experiencing loss of elasticity and wrinkled appearance of the labia and vulva?
- Would you like to revitalize your vaginal area?

*If you checked 3 or more of these, then this treatment may be a helpful treatment for you. For more information let the receptionist or your healthcare providers know you would like additional information.*

- If you would like to be invited to our upcoming Free Educational Seminar regarding this new treatment option, please check the box.

Patient Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Event Intake Medical History Form

**Patient Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Birthday:** \_\_\_\_\_ **Gender:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **City, St, Zip:** \_\_\_\_\_  
**Emergency Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

How did you hear about us: (circle one)      Online search      Referral      Sign  
 Billboard      Radio      Print      TV      E-mail FB      Instagram      YouTube  
 Other: \_\_\_\_\_ Referred By: \_\_\_\_\_

Services that interest you...	Concerns you may have...	Surgical areas of interest...
<input type="checkbox"/> BOTOX or Toxin	<input type="checkbox"/> Wrinkles or Laxity	<input type="checkbox"/> Breast Augmentation
<input type="checkbox"/> Injectable Fillers	<input type="checkbox"/> Volume Loss and aging	<input type="checkbox"/> Facelift
<input type="checkbox"/> Liposuction	<input type="checkbox"/> Unwanted body fat	<input type="checkbox"/> Necklift
<input type="checkbox"/> Non Surgical Face/Neck Firming	<input type="checkbox"/> Neck Laxity	<input type="checkbox"/> Stress Urinary Incontinence
<input type="checkbox"/> Non-Surgical Body Skin Firming	<input type="checkbox"/> Skin creepiness and tone	<input type="checkbox"/> Labiaplasty
<input type="checkbox"/> Non-Surgical Body Contouring	<input type="checkbox"/> Cellulite and Fat reduction	<input type="checkbox"/> Liposuction
<input type="checkbox"/> Laser Resurfacing	<input type="checkbox"/> Resurfacing and Anti-Aging	<input type="checkbox"/> Tummy Tuck
<input type="checkbox"/> IPL	<input type="checkbox"/> Pigmentation Sun Damage	<input type="checkbox"/> Mommy Makeover
<input type="checkbox"/> Laser Hair Removal	<input type="checkbox"/> Permanent Hair Removal	<input type="checkbox"/> Breast Lift/Reduction
<input type="checkbox"/> Vaginal Health	<input type="checkbox"/> Vaginal Discomfort/Appearance	<input type="checkbox"/> Brazilian Buttlift
<input type="checkbox"/> Micro needling Treatment	<input type="checkbox"/> Facial Rejuvenation	<input type="checkbox"/> Male Breast Reduction
<input type="checkbox"/> Medical Grade Skin Care	<input type="checkbox"/> Preventative Anti-aging	<input type="checkbox"/> Rhinoplasty
<input type="checkbox"/> Hair Transplantation	<input type="checkbox"/> Hair Loss/Recession	<input type="checkbox"/> Arm Lift (excess skin or fat)
<input type="checkbox"/> Kybella (Fat Reduction)	<input type="checkbox"/> Double Chin	<input type="checkbox"/> Scar Revision
<input type="checkbox"/> Latisse (eyelash enhancer)	<input type="checkbox"/> Short Thin Lashes	<input type="checkbox"/> Fat Transfer
<b>Other Concerns:</b>		

Is your general health good? \_\_\_ Yes \_\_\_ No

Date of last physical \_\_\_\_\_

Name of Family Physician \_\_\_\_\_

**Present/Past Medical History:** Have you ever had any of the following (please circle):

Asthma	Arthritis	Anemia	Autoimmune disorder
Blood disorder	Chest Pain	Chronic diarrhea	Clotting disorder
Colon problems	Diabetes	Depression	Easily Bruise
Excessive scarring	Excessive bleeding	Heart Attack	Heart valve disease
Heart valve replacement	Heart Failure	High blood pressure	Hepatitis
HIV	Irregular heart beat	Intestinal problems	Keloids
Kidney disease	Liver disease	Lung disease	Multiple Sclerosis
Muscular Dystrophy	HPV	Herpes	Migraines
Rheumatic fever	Shortness of breath	Seizures	Stroke
Stomach problems	Thyroid disorder	Cancer	Currently Pregnant

Please list type \_\_\_\_\_

List all surgeries or hospitalizations with in the last 5 years, with dates:

\_\_\_\_\_  
\_\_\_\_\_

Have you ever had any cosmetic procedures in the past? If so what types?

\_\_\_\_\_  
\_\_\_\_\_

To the best of my knowledge, the information provided above is true and accurate.

Patient Name: \_\_\_\_\_

Patient Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Provider Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# PHOTO AND TESTIMONIAL RELEASE FORM

I, \_\_\_\_\_, hereby grant permission to [insert practice name] (referred to "The Practice" throughout the rest of this document) to use my photograph and any testimonial I give regarding the care I receive from any such office, in any marketing, contests, advertising or teaching materials used to market or advertise this practice, including use on our practice website, social media, patient consultations or brochures.

I acknowledge the practice's right to crop or otherwise treat the photograph at his/her discretion. I also understand that once my image is posted on The Practice website or social media, the image can be downloaded by any computer user, which is beyond the control of the practice and I will hold the practice and any of their affiliated offices harmless from any such use or download.

I hereby freely and voluntarily consent to the use of my photograph and testimonial as stated above until I revoke this consent in writing.

Specific Permissions: Image Use Preferences (Initial Next to Your Preference):

- 1) All images - no modifications requested \_\_\_\_\_
- 2) All images with identifying markers blurred/ blocked out \_\_\_\_\_
- 3) Images that I approve ONLY \_\_\_\_\_
- 4) I don't want any images of me used for marketing purposes. Images are only to record before and after results in MY patient file \_\_\_\_\_

\_\_\_\_\_  
**Signature Patient or  
Guardian Signature** (*If under age of 18*)

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature Physician**  
(Insert Physician Name)

\_\_\_\_\_  
**Date**

**\*\*To revoke this consent in writing, please submit request in writing.**

Send to:

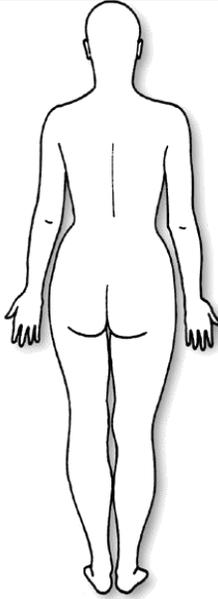
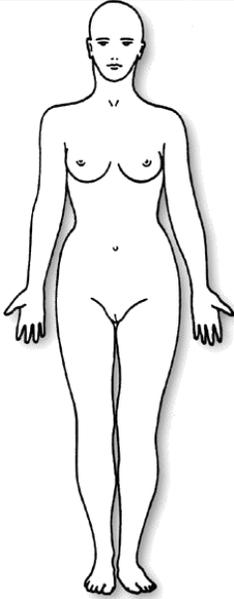
(Practice Name)  
(Practice Address)

(Practice Phone and Fax Number)  
(Practice Email)

# Aesthetic Price Quotation

**Patient Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Physician:** \_\_\_\_\_ **Consultant:** \_\_\_\_\_



Service Type	Treatment Area	Sessions	Price Each	Package Price
<b>Total Due</b>				

Notes: \_\_\_\_\_

**Policies to Initial**

\_\_\_\_\_ The deposit is Non-Refundable but can be transferrable to other services we offer.

**Patient Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Deposit Amount:** \_\_\_\_\_  Credit Card  Cash  Check  Prepaid  GC

**Balance Due:** \_\_\_\_\_ **Care Credit Number:** \_\_\_\_\_

## Weekly Incoming Call Tracker - Front Desk

 Month of: 

Week 1	Mon	Tue	Wed	Thur	Fri	Total
New Calls						
Consult Booked						
Lead Source						
Promo						
Week 2	Mon	Tue	Wed	Thur	Fri	Total
New Calls						
Consult Booked						
Lead Source						
Promo						
Week 3	Mon	Tue	Wed	Thur	Fri	Total
New Calls						
Consult Booked						
Lead Source						
Promo						
Week 4	Mon	Tue	Wed	Thur	Fri	Total
New Calls						
Consult Booked						
Lead Source						
Week 5	Mon	Tue	Wed	Thur	Fri	Total
New Calls						
Consult Booked						
Lead Source						
Promo						
Monthly Totals	Mon	Tue	Wed	Thur	Fri	Mo Total
New Calls						
Consult Booked						
Conversion Ratio						
MONTHLY	Type	Total	Percent			
LEAD SOURCE	Phys Referral					
	Patient Referral					
	Emp Referral					
	Website					
	E-Blast					
	Social Media					
	Total					

## Monthly Consultation Report

<b>Name:</b>	
<b>Practice:</b>	
<b>Month:</b>	
<b>Total Consults:</b>	
<b>Total Procedures booked:</b>	
<b>Closing Ratio:</b>	

#	Date	Patient Name	Consult Procedure	Price	Deposit	Procedure Date	Follow Up
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

#	Date	Patient Name	Consult Procedure	Price	Deposit	Procedure Date	Other Services
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							
30							