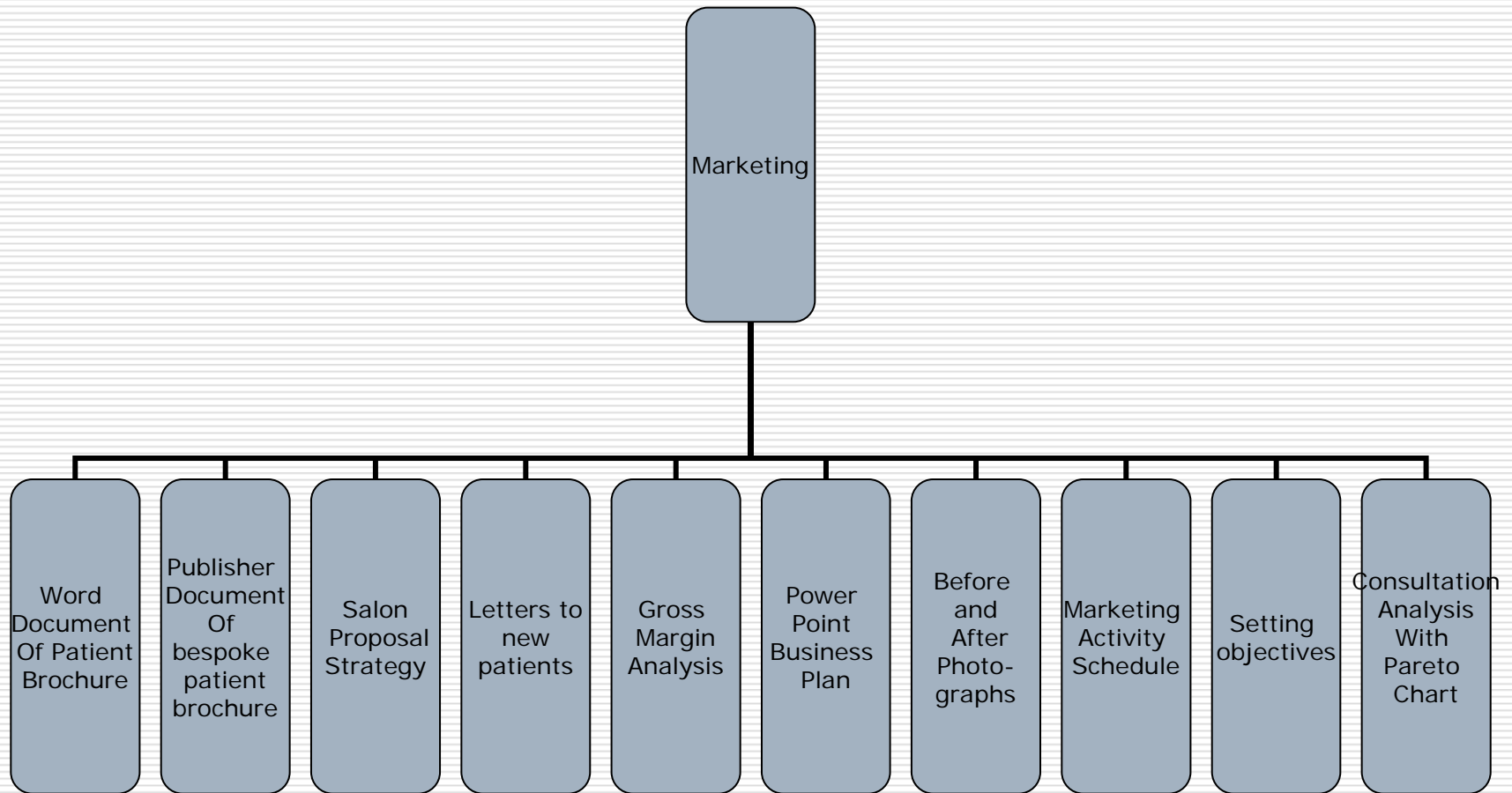


K-T Training File



Marketing File/Content and Explanation

Dermal Filler Brochure-Publisher Format-Change as needed. At each course, you will be provided with a scripted brochure for the course you are taking. The brochure require that you have publisher software on your computer. With this brochure, you can create individualized branded brochures for your need and for promoting yourself in your local market.

Consultation Analysis with Pareto Chart-If you are employing a free consultation strategy, then it is important that you measure your ability to convert calls to booked consultation and consultation to booked procedures. If you are closing less than 50% inquires to consultation and less than 50% consultation to booked procedure, you will need help on responding to enquiries and consultation skills. **Recommended course: The Key Elements to Running Successful Medical Aesthetic Practices.**

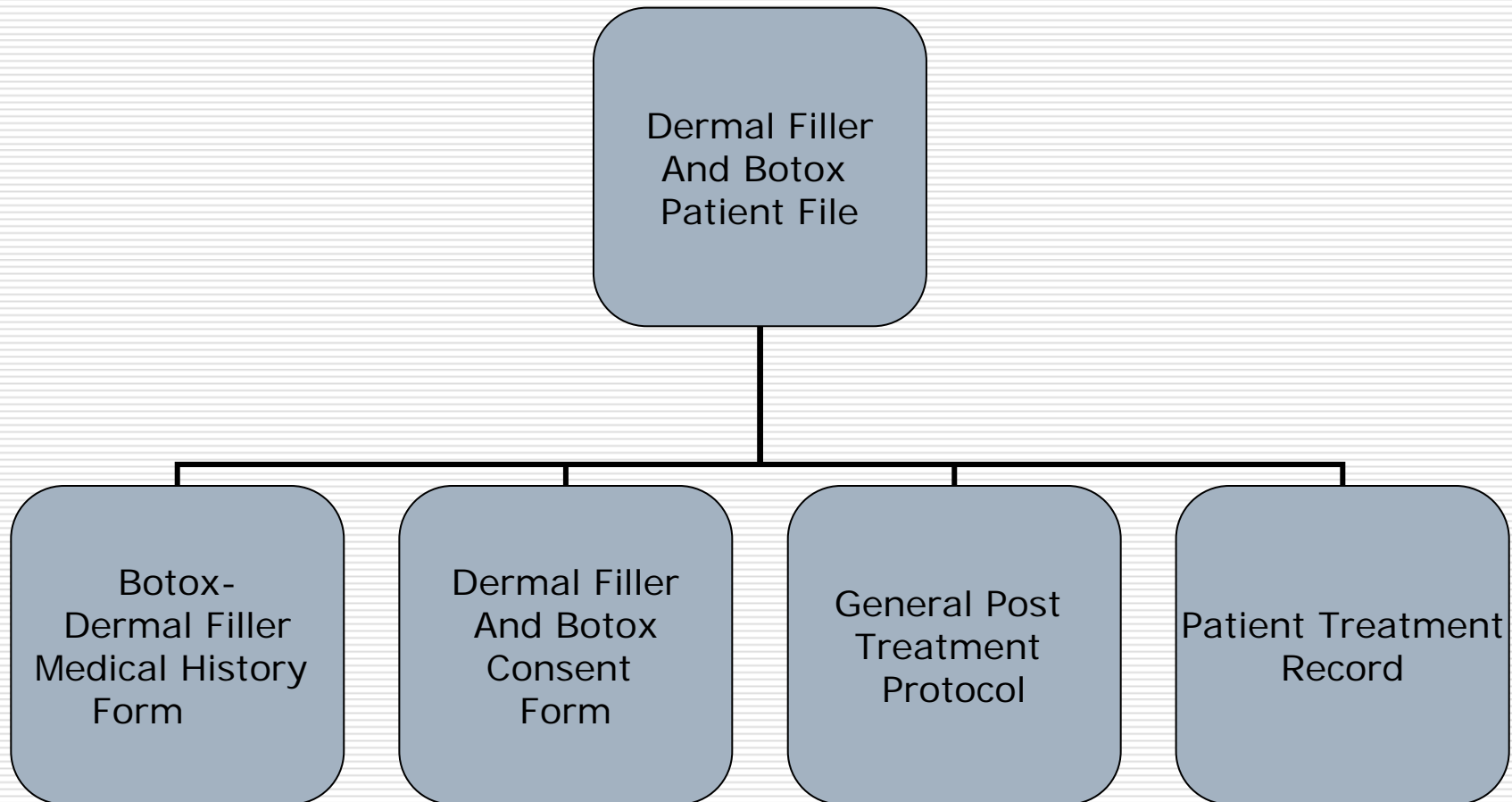
Marketing Activity Schedule: For new businesses, this document will highlight the necessary cost associated with developing a small business. This does not include your training cost. It will take at least £8,000 to 10,000 expenditure over a certain period of time to set up your clinic

Salon Program Power Point Presentation: This presentation is for your use if you are planning to work out of salons. Please read the presentation and customize for your needs. You will have to remove procedures that you are not presently providing.

K-T Training File-Marketing Section(continued)

- ❑ **Medical Aesthetic Business Plan**-If you are planning to run your own business outside of the NHS, then refer to this document for our recommendation on how to develop your part-time business.
- ❑ **Procedure Gross Margin:** This document gives you all the information on procedure prices, your associated cost for each procedure, the average time needed for each procedure and the profitability of each procedure in terms of gross margins.
- ❑ **Setting Objectives:** This document gives you an overview of the five year financial projection for some of the core procedures that we advocate in medical aesthetics. The forecast is based on you keeping 75% of your customers. This concept is based on providing superior treatment results and running the business efficiently. Required course: **The Key Elements to Running Successful Medical Aesthetic Practices.**
- ❑ **Before and After Photographs**-These photos can be used for promotional purposes and for your web site development.
- ❑ **Letter to new patients**-For doctors who have a data base, this letter can be modified for your use and can be sent out to your present data base.

Advanced Patient File



Patient File (content)

- ❑ **Patient consent form:** Use this document before patient is treated
 - ❑ **Patient Medical History Form:** Must be completed before the treatment
 - ❑ **Patient Treatment Record in word file:** This document should be kept in patient file to record the treatments and the product used to achieve optimum results.
 - ❑ **Post Care Advise:** Print this document and provide to patient at the end of the treatment
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