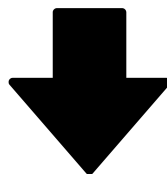


GLOW MARKETING — BONUS STEP

THE SALES BONUS PLAYBOOK

How to ask better questions, listen properly,
and sell your highest-value treatments without lowering your standards or your prices.

Sales Playbook — For Glow Marketing Clients Only



What Is Inside

This document covers everything you need to know about selling your highest-value treatments — on the phone, in person, and via SMS. It is your reference guide alongside the video. Use it before consultations, before calls, and when a lead goes quiet.

- Chapter 1 — Why Most Clinics Lose the Sale
- Chapter 2 — Stop Talking. Start Asking.
- Chapter 3 — Listen and Qualify
- Chapter 4 — Presenting Treatments: Beauty & Aesthetics
- Chapter 5 — Presenting Treatments: Medical
- Chapter 6 — Presenting Treatments: Wellness & Chiropractic
- Chapter 7 — Protect Your Positioning
- Chapter 8 — Close Without Pressure
- Chapter 9 — The 5 Rules
- Bonus — Calendar Optimisation

Chapter 1: Why Most Clinics Lose the Sale

Most clinics do not have a conversion problem. They have a conversation problem. The leads are there. The interest is there. But somewhere between the first message and the booked appointment, the sale disappears.

Here is where it goes wrong:

They talk too much

Presenting the treatment before they have understood the client. The client never feels heard, so they never commit.

They apologise for prices

Hesitating before the price. Offering deals that were not asked for. Discounting out of fear rather than strategy.

They let clients decide alone

No follow-up structure. No system. Just hoping the client comes back. Hoping is not a sales strategy.

No system, wrong clients

Without a real acquisition system, clinics resort to competing on price. That attracts the wrong people and trains them never to pay full price.

The fix is not a new offer, a lower price, or more leads. It is a better conversation.

Chapter 2: Stop Talking. Start Asking.

The client will tell you exactly how to sell to them — if you ask the right questions. Most clinic owners skip this step entirely and jump straight to presenting. That is the mistake.

Universal Questions — Use These Every Time

“What brings you in today — what is the main thing you want to change or improve?”

“How long have you been thinking about this?”

“Have you tried anything else before coming to us — what happened?”

“What would it mean for you if this actually worked?”

“Is there anything holding you back from getting started today?”

What You Are Listening For

Emotional pain

Insecurity, embarrassment, feeling invisible. This is the real reason they are here. Connect your treatment to this feeling, not to the clinical description.

Time pressure

An event, a deadline, a milestone. This creates natural urgency without you having to push for it.

Previous failures

They have tried something before and it did not work. Acknowledge it. Explain specifically why yours is different.

Decision blockers

A partner who needs convincing. A price concern. A fear. Surface these before they leave, or they will use them to never come back.

Chapter 3: Listen and Qualify

Asking the right questions is half of it. The other half is what you do with the answers. Here is how to handle each channel.

On the Phone

- Let them finish before you respond — never interrupt
- Repeat their words back: “So what I’m hearing is...”

In Person

- Sit at the same level — not behind a desk
- Ask one question at a time. Wait for the full answer.

Via SMS / WhatsApp

- Keep messages short and human — not corporate
- Ask one question per message. Not three.

• Pause after they answer. Silence signals you are thinking, not rushing. • Do not pitch on the first call. Qualify. Book them in. • End with a clear next step: date, time, what they will discuss	• Take notes — it signals care and professionalism • Mirror their language. Use the exact words they used. • Only present after you understand what matters to them	• Respond to emotion first, information second • “That makes sense — want me to book a call so we can talk it through?” • Never send a price without context. Anchor with outcome first.
---	---	--

Chapter 4: Presenting Treatments — Beauty & Aesthetics

Botox · Filler · Profhilo · Laser Skin Tightening · IPL · Body Contouring

How to present it • Lead with outcome, not product: “You’ll walk out looking rested — not done.” • Anchor high first: present the full package before the single session. • Use before/after language: “Clients typically see X within Y weeks.” • Address the fear: “Most people feel nothing — just a little pressure.” • Tie it to their emotional answer: “You said you want to feel confident at that event — this is exactly what we’d do.”	Questions that qualify • “Is there a specific area you’ve always wanted to address?” • “Have you had any treatments before — what did you think?” • “Are you looking for a subtle change or something more noticeable?” Never say this ✗ “It’s quite expensive but...” — never apologise before the price ✗ “We can do a discount if...” — do not offer what was not asked for ✗ “It depends on what you can afford” — anchors them low immediately
---	---

Chapter 5: Presenting Treatments — Medical

GLP-1 · Peptide Therapy · Stem Cell · IV Therapy · Hormone Optimisation

How to present it

- Lead with clinical authority: “This is a supervised protocol — not a supplement.”
- Anchor outcomes in specifics: “Most of our GLP-1 patients lose 4–8kg in the first 8 weeks.”
- Sell the programme, not the injection: “It is a 12-week journey. The shot is just part of it.”
- Handle the fear early: “All protocols are medically reviewed. We monitor you throughout.”
- Position the investment: “Compared to what most people have spent on diets, this actually delivers.”

Questions that qualify

- “How long have you been dealing with this — what have you tried?”
- “What’s your main goal: energy, weight, recovery, or longevity?”
- “Are you open to a protocol that takes 8 to 12 weeks to really show results?”

Handling the price objection

- “What is it costing you right now to not address this — in energy, medication, or quality of life?”
- “We can break it into a 3-month commitment so the cost is more manageable.”
- “This is the same protocol used by top clinics in London and Stockholm.”

Chapter 6: Presenting Treatments — Wellness & Chiropractic

Chiropractic · Osteopathy · Massage · Recovery · Functional Wellness

How to present it

- Sell the long game: “One session relieves today’s pain. A programme fixes the pattern.”
- Use maintenance language: “Think of it like your teeth — you don’t just go once.”
- Anchor with lifestyle impact: “Most of our patients sleep better within two weeks.”
- Educate without lecturing: explain the why once, then connect it to their specific issue.
- Package from day one: “Our 8-session programme costs less per session and gets better outcomes.”

Questions that qualify

- “How long has this been affecting you — did anything specific cause it?”
- “Does it affect your sleep, your training, your work?”
- “Have you had treatment before — what happened when you stopped going?”

Keeping them on a programme

- Book the next appointment before they leave — never leave it open
- “How did you feel after session 2 compared to session 1?” — progress anchors retention
- “You’ve done the hard part. Stopping now resets the progress.”

Chapter 7: Protect Your Positioning

A controlled intro offer is a growth tool. Competing on price is a clinic killer. The difference is whether you own the relationship after the first booking or not.

Intro offer with a system behind it

- ✓ You set the price and control the offer
- ✓ The client enters your follow-up sequence
- ✓ You retarget, upsell, and convert to packages
- ✓ The discount is a door — not your identity
- ✓ You decide when it runs and when it stops

Competing on price without a system

- ✗ Deal sites own the client relationship, not you
- ✗ Price-hunters do not return at full rate
- ✗ Your core treatments get anchored permanently low
- ✗ You cannot charge premium after proving you will go low
- ✗ Every client becomes a one-time transaction

Chapter 8: Close Without Pressure

Closing is not a technique. It is the natural end of a good conversation. If you have asked the right questions and listened properly, the close is just confirming what they have already decided.

End of Consultation

“Based on everything you’ve told me, I’d recommend we start with [X]. Shall I book you in for [day] or [day]?”

Assumptive close. Two options — both say yes. Never ask “would you like to book?”

“I Need to Think About It”

“Of course. What’s the main thing you want to think through — is it the investment, the timing, or something else?”

Never let them leave without naming the blocker. Once it is named, you can address it.

SMS Follow-Up (Day 2)

“Hi [name], just following up from our chat. I have a spot on [day] I can hold for you — would that work?”

Concrete. Specific. One question only. Do not send a wall of text.

SMS Follow-Up (Day 5)

“Hi [name] — we still have your file here. Happy to answer any questions before you decide. No pressure.”

Low-pressure re-entry. Leaves the door open without chasing.

Chapter 9: The 5 Rules

Pin this. Read it before every consultation.

01 Ask before you present. You cannot solve a problem you have not understood. Always ask first.

02 Outcome first. Treatment second. They do not want peptides. They want to feel 40 again. Lead with that.

03 Anchor high. Always. Present the full package before the single session. Let them opt down, not up.

04 Never apologise for your price. Hesitation signals doubt. Confidence signals value. Price it. State it. Move on.

05 Protect your positioning. Own the relationship. Control the offer. Never let a third-party platform set your price.

BONUS

Calendar Optimisation: More Bookings, Fewer No-Shows

Your ads bring in the leads. Your calendar determines whether they actually show up. Most clinics lose 20 to 30 percent of their booked appointments to no-shows and late cancellations — not because the client changed their mind, but because the booking window was too long and the reminders were too few.

This chapter fixes that.

The Booking Window Rule

Keep your booking window to 7–14 days maximum.

Clients rarely book more than two weeks in advance and actually show up. The longer the gap between booking and appointment, the higher the no-show rate. Life gets in the way. The excitement fades. They forget why they booked.

If you need to schedule follow-up appointments further out, book those manually on-site with the client — do not leave the follow-up calendar open to new client bookings. Keep two separate systems if needed.

Why This Works

After analysing thousands of bookings, the pattern is consistent:

- Shorter booking windows = more immediate bookings
- Manual follow-ups = more control over the relationship
- Structured reminders = significantly higher show-up rate

Clinics that follow this structure consistently report:

- Higher show-up rates across all treatment types
- Fewer late cancellations and last-minute reschedules
- More returning clients because the experience feels organised and professional

The Reminder Schedule

Sending reminders is not bothering your clients. It is making them feel taken care of. A client who gets a confirmation and two reminders is far more likely to show up than one who booked three days ago and has not heard from you since.

Confirmation	Send immediately when they book. Email + SMS. Confirm the date, time, location, and what to expect.
24 hours before	Reminder email. Keep it short: date, time, location. One clear link to reschedule if needed.
12 hours before	Second reminder email. Add a personal touch if possible — “We’re looking forward to seeing you tomorrow.”
3 hours before	Third reminder email. Short and direct. The appointment is coming up.
1 hour before	SMS + email. This is the one that catches people who are on the move. Keep it to two sentences.

Common Mistakes to Avoid

- ✗ Having a booking window longer than 30 days open for new clients
- ✗ Not activating automatic reminders — or relying only on email when SMS converts better
- ✗ Blocking your primary calendar with follow-up appointments instead of keeping new slots open

Before You Move On

- ✓ Your booking window is set to 7–14 days maximum
- ✓ Automatic reminders are active at 24h, 12h, 3h, and 1h
- ✓ Follow-up appointments are booked separately, not in the main new-client calendar