



Greetings,

As a salon, spa or medical aesthetics business owner, have you had **trouble overcoming some of these common challenges?**

- *Difficulty in getting your therapists to see the importance of driving sales*
- *Struggling to achieve client retention*
- *Uncomfortable levels of conflict between staff members*
- *Difficulty with therapists who do not wish to conform to your standards*
- *Struggling to find staff that have the same level of commitment and passion as you have for your business and industry?*
- *Are you frustrated when employees do not follow specific treatment procedures, compromising results?*

### **What would your business look like if you could overcome these challenges?**

Having been in the skin and body industry for 17 years, I understand the importance of finding the balance between driving sales while providing excellent client service and building a long-term trusting relationship with clients. At the heart of these efforts remains your therapists - who can be your greatest allies or your greatest weakness, depending on how you choose to invest in your people. **Allow me to introduce you to a proven scientific method of maximising staff engagement, learn the art of retaining clients, dissolve conflict in the workplace, experience less staff turnover, have a workforce that is inwardly motivated, improved productivity and profitability.**

Equanimity offers workshops and individual consultations to achieve these goals. Business owners and aestheticians in the beauty industry that have attended all agree that it has had a positive effect on sales, customer experience and the professional and personal lives of both business owners and therapists.

### **What some past attendees have had to say:**

**I feel I have benefitted hugely from your training...**

*Philippa – Business owner*

**To know how far I can go to achieve my goals and help clients feel more confident in what I say to them is a great advantage**

*Pam – Aesthetician*

**It's amazing and inspiring and I look forward to applying this every day from here on forward**

*Chantelle – Manager of a Medical Aesthetics practice*

**'Thank you Kim; this was beyond great**

*Sindi – Medical Aesthetics Practitioner*