



## MENTORING OUTLINE

### Agenda:

- Operations/Team Culture/Reports
  - Team Pow-wow
    - Power of mindset
    - Use daily goal sheets and manifest
    - Mid-day huddle
  - Company Culture
    - Team mission statement + values
    - Employee appreciation & trainings
    - Incorporate values into Employee Handbook/audit forms
  - Injectors
    - SPH (Sales Per Hour) report
    - Quarterly trainings and incentives
    - Monthly team calls to review goals
    - Pay structure (commission + tiered bonuses)
  - ME's
    - SPH (Sales Per Hour) report
    - Monday Manager Report (MMR)
    - Group commission structure
    - 3 under 3 product sales requirement
    - Growth path for Elite ME's
  - CoolSculpting
    - Client tracking/cycle usage spreadsheets
    - Happy Monday email - show percentages up/down per CS Specialist
    - FAQ's during onboarding process (phone etiquette)
    - Consistent training with the rep for each new hire
  - Zenoti
    - Q&A on pulling reports
    - Are you offering online booking?
    - How to pull reports
    - How to set up online booking on social media using software
  - Goal Setting
    - LY, Amazing, Super-Goal
    - WEEKLY bonuses
    - Quarterly incentives
- Injector Shadowing
  - Q&A with our top injectors
  - Are there certain procedures you wish to see?



- Branding/Social Media/Marketing
  - Website review
    - Pop-up for client info as soon as someone logs into the site
    - Add a tab for pricing for each procedure
    - Include real before & afters vs. stock imagery
    - Have you considered creating online purchases for packages?
    - Set up Brilliant Connections for clients to purchase products online
  - Online inquiries/tracking
    - 40% closing rate per month for online leads
    - Who is responding and how?
    - Who is following up with the leads and how?
    - Who is doing your SEO? TIP: MedStar Media
  - Branding
    - What are your chosen colors/fonts (pick 3 max)
    - How do we incorporate your culture into your posts?
    - Maintain consistent messaging with promotions + before and after pics
      - TIPS: lighting, backdrops, and cameras must be consistent, no filter should be used
    - Don't CHANGE colors/fonts unless doing a complete rebrand
  - Social Media
    - Posting schedule (1 post and 5 stories per day minimum)
    - Empowering, entertaining, educating
    - 1 reel per week minimum (increases visibility with Instagram algorithm)
    - Check insights each week to track progress
    - Use PLANN app to schedule posts and view pattern
    - Organize your highlights, Make them educational and consistent
    - STORY TIPS:
      - Post by 1pm each day
      - Include the REEL on your story when you can
      - Have a “themed” story prepared
      - Use the “voting” and “comments” tools to gain interaction
      - In the moment posts work well with the team/clients
      - Tag all clients when possible so they will repost
      - Don't “REPOST” your teams posts until the end
      - Recommend having 1-2 people manage stories consistently
    - Set up esthetic pags for your top estheticians
      - Send weekly ideas if they need content
      - Put online booking links in bios
      - Text/email them weekly promotions to share
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