



2024 Business Training Curriculum

Peak Performer – Team Training

Second Tuesday of each Month

January 9 @ 4pm Eastern

Module 1: The Foundation Of A Peak Performer

- Unlocking Your Full Potential
- Goal Setting And Strategic Planning
- Peak Performance Management

February 13 @ 4pm Eastern

Module 2: Understanding The Business Model And Your Role

- Essentials Of Medical Spa Business Models
- How To Be Competitive – Your Personal Brand
- Your Contribution – Your Value & Success

March 12 @ 4pm Eastern

Module 3: The Psychology Of The Recommendation Process

- Recommending Based On Behavioral Styles
- The Irresistible Offer
- Gaining Yeses Instead Of Nos

April 9 @ 4pm Eastern

Module 4: The Consultative Approach To Recommending High Ticket Sales

- The Emotional Logic
- A Picture Is Worth A Thousand Words
- The Morning After & Beyond

May 14 @ 4pm Eastern

Module 5: Role Playing Made Easy And Effective

- Become A Peak Performer With Role Playing
- Keeping It Simple
- Fine-Tune – Watch & Listen To Yourself

June 11 @ 4pm Eastern

Module 6: Opportunities To Generate Revenue Within Guest Experience

- Creating Memorable Guest Experiences
- Active Listening Skills For Recommendations
- Tools Available To Help Gain Yeses

July 9 @ 4pm Eastern

Module 7: Mastering The Recommendation Process

- Consultative Selling In The Medical Spa Environment
- Recommending Through Stories
- How To Get More Yeses Than Nos

August 13 @ 4pm Eastern

Module 8: Being Part Of A Successful Culture

- Practicing Quality Assurance
- Peak Performer Culture Growth
- Easy Recommendation Techniques

September 10 @ 4pm Eastern

Module 9: Recommending And Closing With Stories

- The Art Of Asking Questions
- Listening Techniques
- The Takeaway And The Close

October 8 @ 4pm Eastern

Module 10: Handling Difficult Clients

- Dealing With Dissatisfied Or Demanding Clients
- Mirroring Behavior For A Better Outcome
- Providing A Resolution

November 12 @ 4pm Eastern

Module 11: Overcoming Objections

- Think Vs. Feel – The Differences
- The Power Of Suggestions
- Skills To Overcoming Objections

December 10 @ 4pm Eastern

Module 12: Peak Performer Results

- Measure Annual Performance
- Setting Goals For The Next 12 Months
- Commitment To Improvement



2024 Business Training Curriculum

Brewing Brilliance For Leaders And Managers

Second Tuesday of each Month

Quarter One: Financial Freedom

January 9 @ 2pm Eastern

Module 1: Understanding Your Financials

- Understanding Your P&L Statements
- Financial Ratios
- Defining A Healthy Business

February 13 @ 2pm Eastern

Module 2: Your Revenue Drivers

- Identify Revenue Streams
- Setting Goals And Targets
- Increasing Sales Strategies

March 12 @ 2pm Eastern

Module 3: Building A Peak Performing Team

- Key Numbers To Monitor
- Peak Performers Culture
- Team Engagement

Quarter Two: Sales And More Sales

April 9 @ 2pm Eastern

Module 4: Lead Conversion

- Lead Management
- Email And Text Sequence For Building Relationships
- The Sales Process

May 14 @ 2pm Eastern

Module 5: Consultation Conversion

- High Ticket Treatment Programs
- Maximize Your Profits With Retail Sales
- Measuring And Training

June 11 @ 2pm Eastern

Module 6: Tapping Into More Sales

- Member Enrollment
- Enhancement Sales
- Point Of Purchase Sales

Quarter Three: Building A Peak Performing Team

July 9 @ 2pm Eastern

Module 7: Assessing The Team

- Who Is On The Bus, A, B, Or C Players
- Who Do You Need To Hire? Organization Chart
- Training Needed

August 13 @ 2pm Eastern

Module 8: Assigning Training On Medspa Biz University

- How And What Training To Assign
- Monitor And Measure
- Continued Education

September 10 @ 2pm Eastern

Module 9: Increasing Employee Retention

- Establish Peak Performer Culture
- Peak Performer Compensation
- Recognition, Rewards, Benefits, & Perks

Quarter Four: Positioning And Marketing

October 8 @ 2pm Eastern

Module 10: Marketing Goals

- Know Your Marketing Numbers
- Results, Goals, And ROI
- Measuring Metrics

November 12 @ 2pm Eastern

Module 11: Word Of Mouth Marketing

- Who Is Spreading The Word And How
- Marketing To Your Database
- Social Media Marketing

December 10 @ 2pm Eastern

Module 12: Content Marketing

- Blogging
- Educational Events
- News



2024 Business Training Curriculum In Person Events And Retreats

Seven Steps to Seven Figures & Beyond

- February 22nd & 23rd

Vision to Victory – Starting-Up Your Medical Aesthetics Journey

- March 22nd & 23rd

Advanced Marketing Mastery

- May 30th & 31st

Mastering Multimillion-Dollar Success Scaling-Up

- June 13th & 14th

Become Published

Book Seminar

- September 19th & 20th