

CHAPTER 6

LASER HAIR REMOVAL CAREER EXPECTATIONS



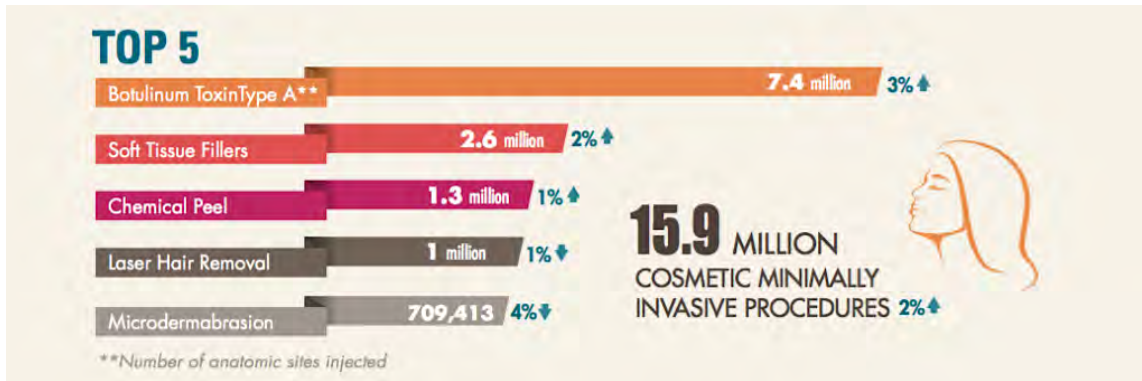
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Industry Demands



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Laser Technician Potential Earnings

- Based on your level of training (Apprentice, Technician, Senior, or Professional) you have potential earning powers of \$12-\$20+ per hour. Most laser hair removal facilities also offer enticing commission programs based on your individual sales and some offer bonus programs based on the facilities over all sales.
- Day Spas may offer an hourly wage and commission or be 100% commission plus tips, both models are available. Day Spas must have a consulting physician if they are not also used for the primary practice of medicine.
- Medical spa's offer an hourly wage and commission and possibly a bonus incentive. Med Spas must have a consulting physician if they are not also used for the primary practice of medicine.
- Some examples of Laser Hair Removal Providers are physician's Office; OBGYN, Plastic Surgeon, Dermatologist. You can earn a comfortable hourly wage or commission or both.

Entrepreneurs, you have several options:

- Purchase, lease or now rent a laser
- Rent space from another business owner
- Go into a partnership with a physician or spa owner
 - Open your own laser hair removal facility

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Work Ethics, Professionalism, Mindset

- You represent your place of business. Having solid work ethics, being and looking professional along with a positive attitude are essential.
- A good sign of work ethic is ensuring that the patient/client is a good candidate for the treatment
- Be on time! It is professional to be on time for your patients/clients.
- Some laser systems require several minutes to boot up.
- Arriving to your job late can easily result in delays with treatment schedules and upset your patients/clients who have arrived on time and have other schedules to meet.
- Rushing through treatments can lead to poor results and/or complications, leaving your patient/client unsatisfied.
- Look the part. Be sure to appear clean, crisp and focused on your task.
- Clear your mind of your personal concerns. Be attentive to your patient/client, it is their time and your total attention is required.
- Keep in mind comments and reviews of your establishment and services are posted online for everyone to see!



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LHR Consultation Guide I

- Review client paperwork, check for medications, research any meds you don't know, check for conditions (melasma, PCOS, diabetes, lupus, HIV, thyroid etc.), allergies (latex, caines, sulfa, etc)
- Greet client introduce yourself take client back to consult room. Pay them a compliment; offer them something to drink. If the clinic is available give them a quick tour, show them the equipment, especially the one they are interested in having done.
- Go over anything on their medical history that needs to be addressed.
- Discuss what the client wants to have done. Look at the treatment area (men's backs especially, they may not be a full back).
- Tell the client a little bit about your company/doctor. Licensed/Trained/Certified technicians.
- Talk about the growth cycles, drawing a pic can help the client visualize what happens. When explaining about melanin in the hair and on the skin make sure they understand what to expect based on their individual skin type, tanning habits and medical history. Be sure to clearly set their expectations.
- Inform the client as to what LHR feels like, the vaporized hair odor, erythema & edema.
- Discuss their expectations, they may need maintenance treatments to get the results the desire especially if they are tan, or skin type 4, 5 or 6.
- Ask client if they understand how LHR works, answer any questions.



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LHR Consultation Guide II: Treatment Pricing

- Discuss treatment pricing. It is always best to buy a “package” of treatments in that LHR is cumulative based on growth cycles of the hair.
- Go over the products they may need (numbing, post laser cream/lotion, SPF)
- Complete the price/quote. Packages are always discounted over a single treatment price.
- If the client wants to begin the treatments, both of you must sign the agreement and have the client fill out all necessary consent forms and then go over the pre & post treatment instructions, make sure they understand them fully. (No sun, photosensitive medications, retin-a, no plucking, waxing, tweezing, nail, bleaching, threading etc.)
- Determine how they want to pay and then see if you can test patch them that day.



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LHR Consultation Guide III: Objections

- If the patient had objections after you completed the agreement, find out what it is. If it's the price, offer a split payment first, let them tell you when they think they can pay the 2nd half, it may be next week or next paycheck. Try to get the \$ in as soon as possible. If they cannot split payment in 2 then offer financing (if available) or another payment option.
- Remind the patient of what they save when they buy the package over single treatments if that is the issue.
- If the patient has multiple body areas, you may be able to offer a better price. Ask your manager.
- Overcome any objections, reassure the client and close again.

NOTE:

- If patient has melasma placing them on Hydroquinone will lighten the pigmentation over 1-2 months. So by their second treatment they will have lightened which enables you to use more energy during the treatment.
- **MAKE SURE** the patient is not allergic to Sulfa since some Hydroquinone has sulfites in it. If they are allergic, they can use another alternative agent such as Kojic.



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Conversation Tips

- Always reveal a positive and genuine interest in your patient/client. Discuss matters that your patient/client want to discuss, this is their time, not yours, only provide your information if asked but refrain from monopolizing the conversation in your benefit.
- Try to stay on task, asking questions regarding the treatment (i.e. "Have you had prolonged sun exposure or will you be doing prolonged sun exposure in the next 2 weeks?," "Are you taking any new medications?," "Have you exfoliated recently?")
- Pre-treatment always ask patient/client: "Are you wearing any make up, powder, or tinted SPF?," "Have you waxed, tweezed, threaded, bleached or used Nair within the last 2 weeks?," "Have you spray tanned or used self tanner within the last 3 weeks?"
- Post-treatment always ask patient/client: "Is there anything that still feels very hot or itchy?,"
- A very important requirement of the technician is to be well groomed and have FRESH breath. Altoids or mints are a must as gum looks unprofessional when you chew.



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What to Say and What NOT to Say

Avoid Discussing:

- Personal problems
- Finances
- Health problems
- Marital problems
- Other patients/clients
- Poor workmanship of co-workers
- Religion
- Politics

Great Discussion Topics:

- Client's interests
- Fashions and grooming
- Music and art
- Travel and vacations

Remember:

- Do not be argumentative
- Notate on chart patient/clients' line of work
- Be a good listener
- Do not monopolize the conversation
- Never gossip
- Be pleasant



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Notes



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