



From Missed Calls to More Clients



Unlocking Sales Growth in Hair, Beauty & Aesthetics Through
Freelance Sales Expertise

Powered by: Gold Button Collective



Hair Services

Premium styling and
treatments



Aesthetics

Advanced beauty
procedures



Education

Expert training
programs



Beauty

Luxury product
offerings

 **by Gold Button Collective**

Why ROI Matters

£200

Balayage

Lost revenue per missed
call

£500

Injectables

Potential booking missed

£2,000

Education

Course booking
opportunity lost

£20,000

Monthly Loss

From just 10 missed calls
per week

Every missed call equals missed revenue. When phones go unanswered, sales walk away.





Freelance Sales Executive vs Receptionist

Role	Receptionist	Freelance Sales Executive
Cost	£24K/year + NI + holidays	Pay-per-lead or % of sale
Sales Training	Often none	20+ years experience
Upsell Ability	Rarely trained	Strategic expert
ROI	Fixed cost	Revenue-first model
Flexibility	9-5 only	Weekend & after-hours

With me, you only pay for performance. No fixed costs, just results.



Strategic Upselling & Cross-Selling

Transform standard bookings into premium experiences



Create Premium Environment

Setting the stage for premium service expectations



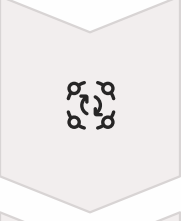
Initial Booking

£50 standard appointment



Natural Upselling

"Add a gloss treatment for lasting colour"



Seamless Cross-Selling

"Dermaplane before microneedling creates the perfect base"



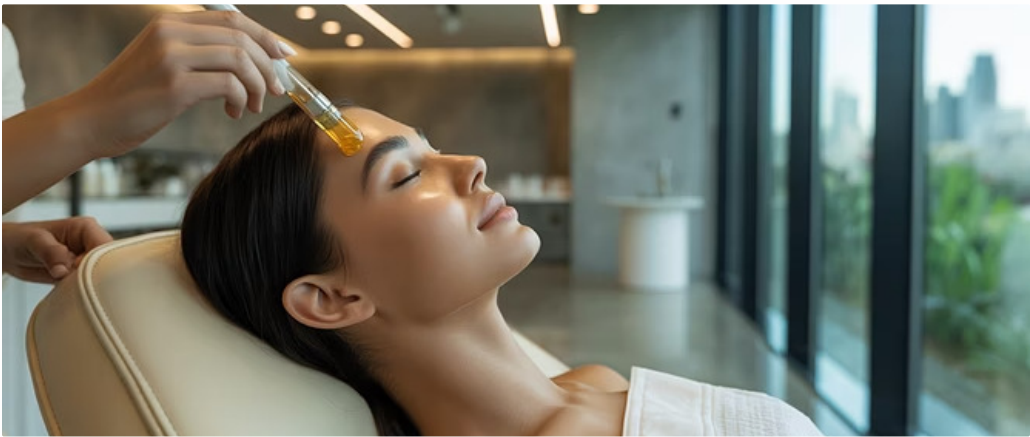
Final Sale

£250 total value

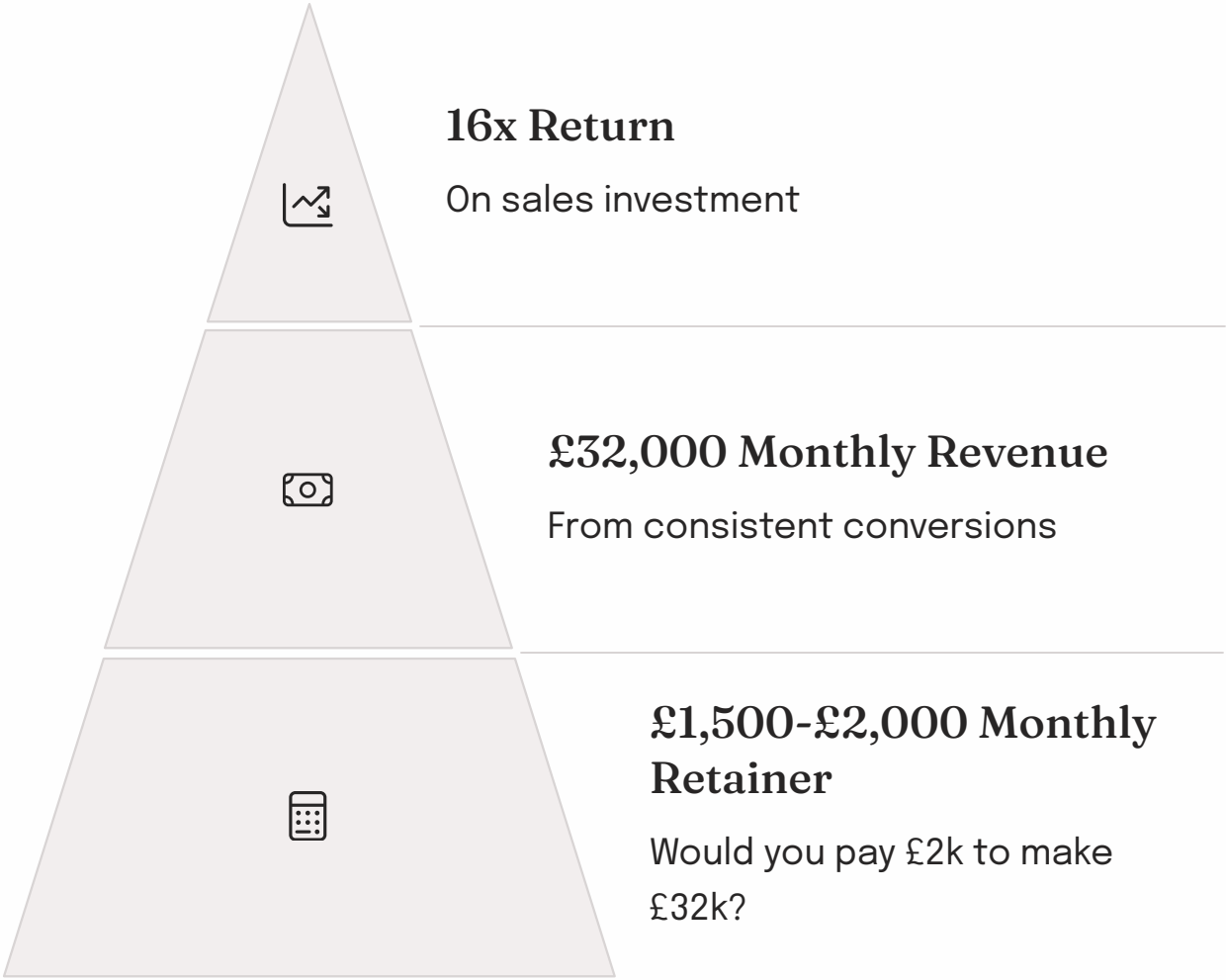


Personalized Recommendations

Building trust through expert consultation



ROI Snapshot



Let's do the maths. 10 new bookings weekly equals £5,000. With upselling, that becomes £8,000 per week.



The Emotional Sale Formula

Converting prospects into loyal clients through emotional connection



Beauty Service Education

Training your team to connect emotionally with clients



Client Consultations

Building relationships through personalized service

Desire
"Imagine looking in the mirror and finally loving what you see"

SALES
Clients buy on emotion, not logic



Pain Point
"Feel totally confident on your holiday"

Transformation
"You've spent so much already. Let's make it worth it"

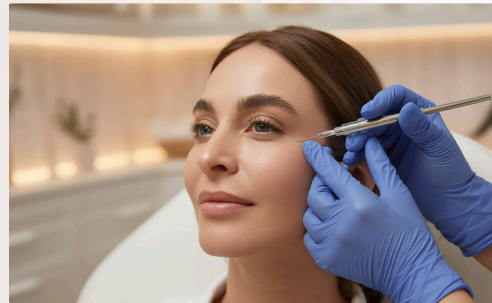


From One-Offs to Lifelong Clients



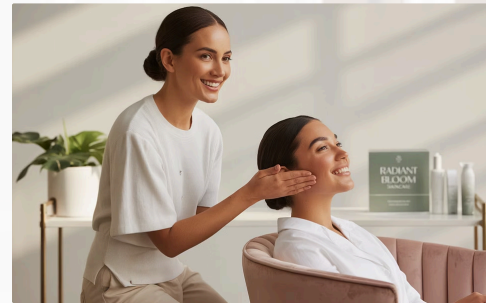
Enquiry

Same-day sales reduce
cancellation risk



Consultation

WhatsApp, SMS, email
follow-up increases
rebooking rates



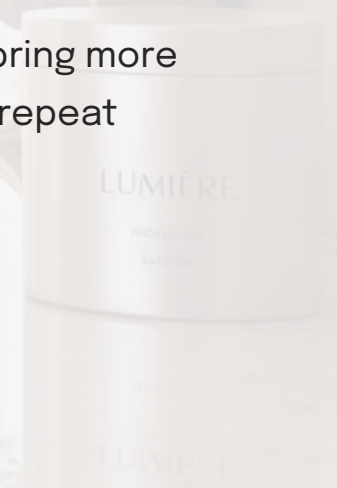
Treatment Plan

Client journey focus builds
stronger relationships



VIP Client

Loyal clients bring more
referrals and repeat
business



Why This Works for You

Handle Sales During Treatments

Never miss an opportunity while you're busy with clients

More Than a "Yes or No" Answer

Strategic conversations that convert enquiries to bookings

Passionate Brand Ambassador

Someone who represents your business with authentic enthusiasm

Never Lose Hot Leads

I convert conversations into cash flow – remotely





Tech & Systems I Bring



Call Handling & Scripts

Proven conversations that close sales effectively



Cross-Sell Campaigns

Strategic approaches to increase average order value



Follow-Up Funnels

SMS, WhatsApp, and email sequences that convert



CRM Integration

Seamless booking tools that work with your systems

Your tech + my strategy = bookings on autopilot

Let's Talk Numbers — Book a Strategy Call



15-Min Discovery

Get a complete revenue breakdown



Custom Solutions

Tailored strategies within 24 hours



Trackable Results

See the difference from day one



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