



# Gold Button Collective Sales & Consultation Playbook

For Hair, Beauty & Aesthetics Businesses

**Where Passion Meets Profit**

# From Chaos to Calm



## Missed Opportunities

Every missed call could be a cut, course, or full face package.



## Artistic Focus

You're artists and healers, not trained sales experts.



## My Expertise

20+ years of sales experience in beauty and aesthetics.



## Powerful Partnership

I focus on transactions while you focus on transformations.



# Results Without Compromise



**Transformative Hair Services**



**Premium Aesthetic Treatments**



**Beauty Artistry**



## **Natural Upselling**

Increase service value without sounding salesy.



## **Seamless Cross-selling**

Introduce complementary services during natural conversations.



## **Consistent Rebooking**

Create client journeys that encourage long-term relationships.



## **VIP Conversion**

Transform one-off clients into loyal, high-value customers.

# Client Journey: From First Contact to Loyal Customer



## Initial Enquiry

Identify core desires like acne scars or thinning hair.

## Education

Position yourself as the expert versus temporary fixes.

## Consultation

Understand lifestyle factors and deeper concerns.

## Treatment Plan

Package services for optimal results and higher value.

# Same-Day Sales Success Formula



## Speed Equals Sales

Convert leads on first contact, while interest is high.



## Emotional Decisions

Clients buy on emotion when they're in your space.



## Reduced Cancellations

Same-day bookings dramatically decrease no-shows.



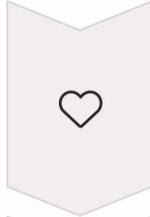
## Immediate Cash Flow

Transform today's enquiries into today's revenue.





# Emotional Sales Triggers That Drive Action



## Connect with Desires

"How would it feel to love your reflection before your holiday?"



## Highlight Pain Points

"You've tried box dye and you're still not happy."



## Promise Transformation

"It's time for a result that matches your investment."



# How I Help You Upskill, Sell & Scale



## Call Handling

Professional inbound and outbound communications that convert.



## Sales Scripts

Emotional, ethical language that drives bookings.



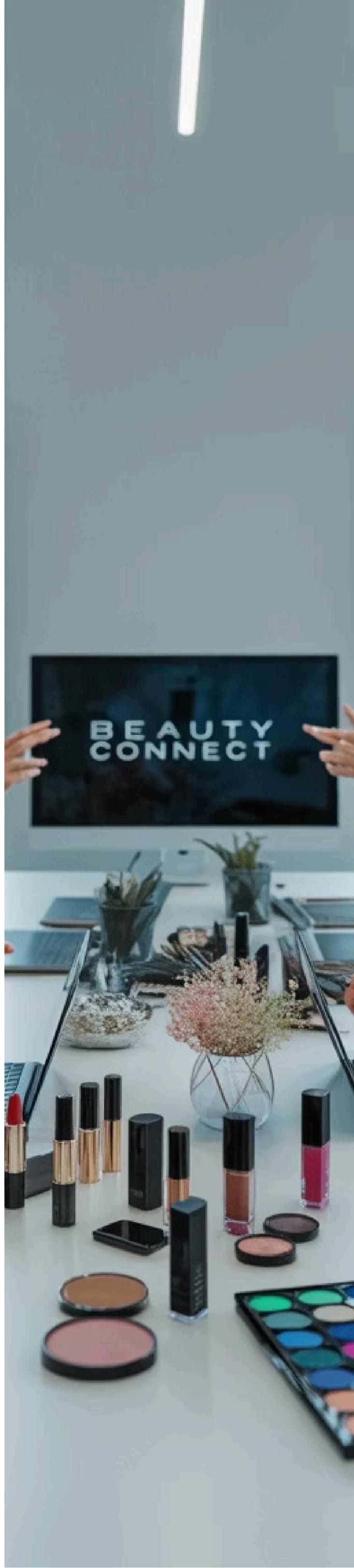
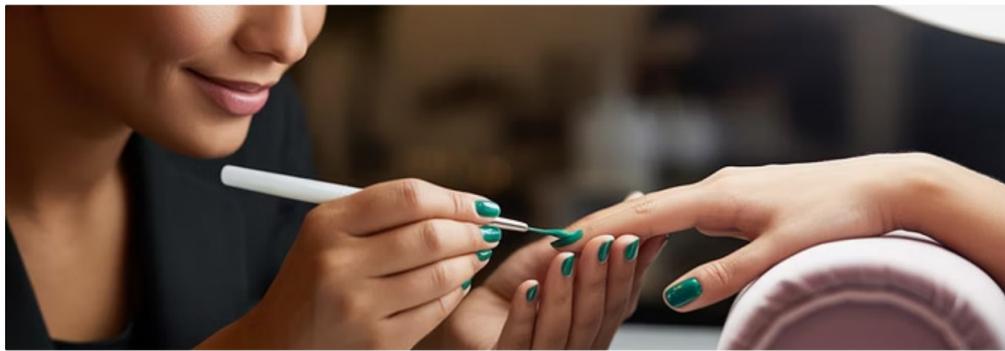
## Follow-Up Systems

WhatsApp, email and SMS for rebooking and retention.



## Cross-Sell Campaigns

Strategically paired services that increase client spend.



# The Reality of Missed Calls & Missed Cash



## Missed opportunity

You're in treatment, the phone rings, no one answers.



## Lost client

That potential client books with your competitor instead.

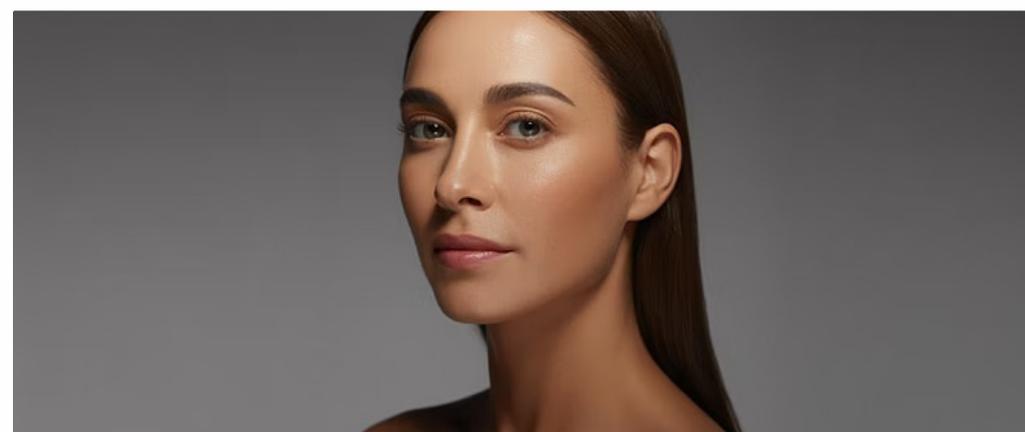
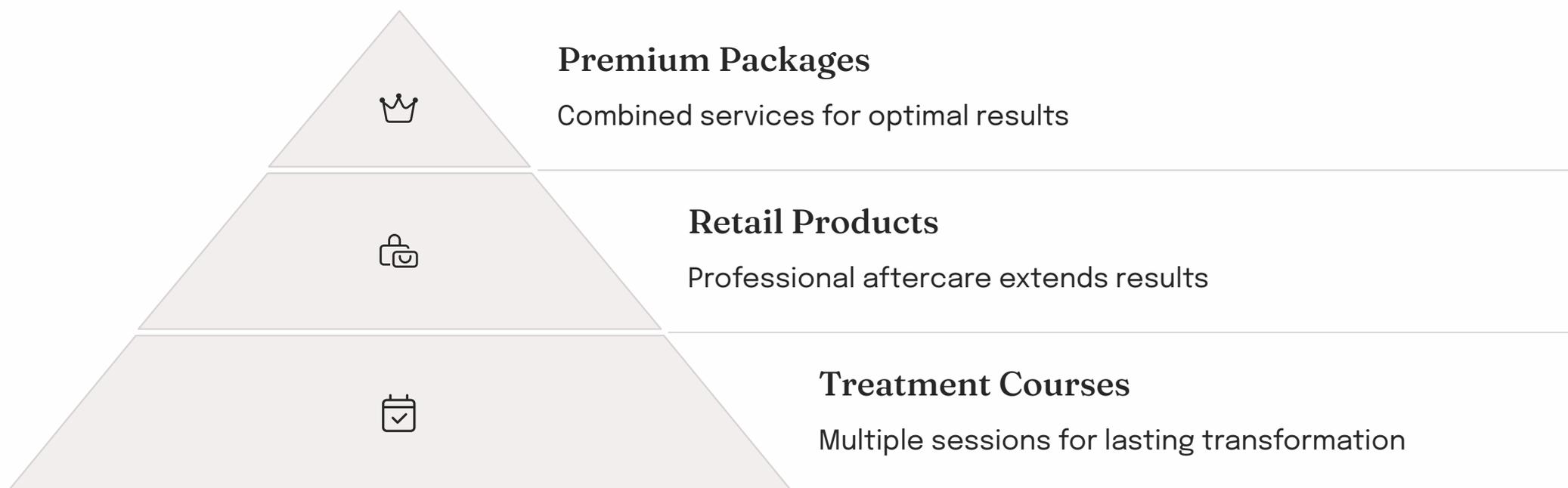


## Revenue leak

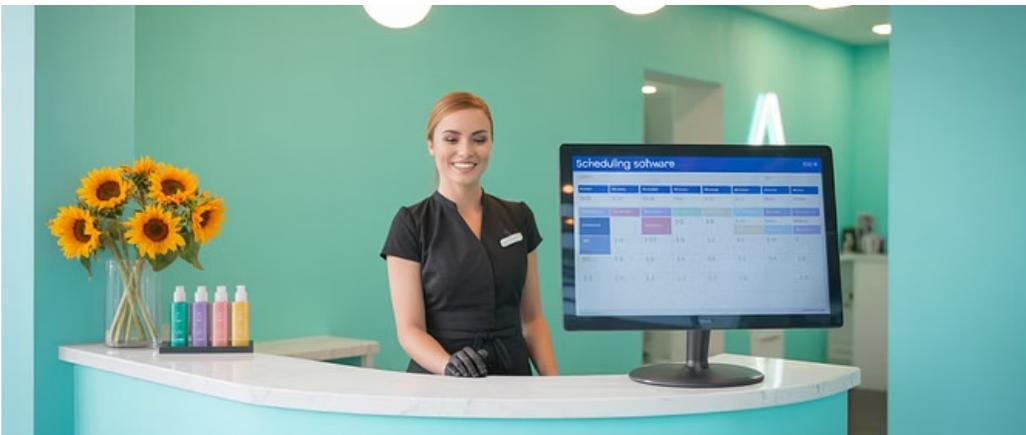
Your business loses thousands in potential income monthly.



# Bolt-On Products = Bolted-On Profits



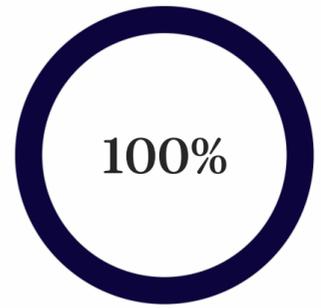
# Tech Stack & Systems I Bring



# Ready to Level Up Your Bookings & Sales?



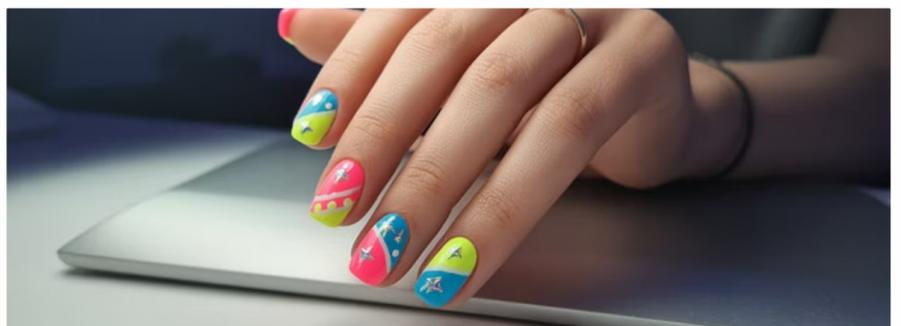
**Free Strategy Call**  
Discuss your services and identify revenue opportunities.



**Tailored Approach**  
Custom solutions that fit your unique salon or clinic.



**Quick Implementation**  
Start seeing results within your first day.



# Gold Button Collective

## Remote Sales

I professionally represent you without physical presence.

## Industry Expertise

I bring specialised knowledge of hair, beauty and aesthetics.

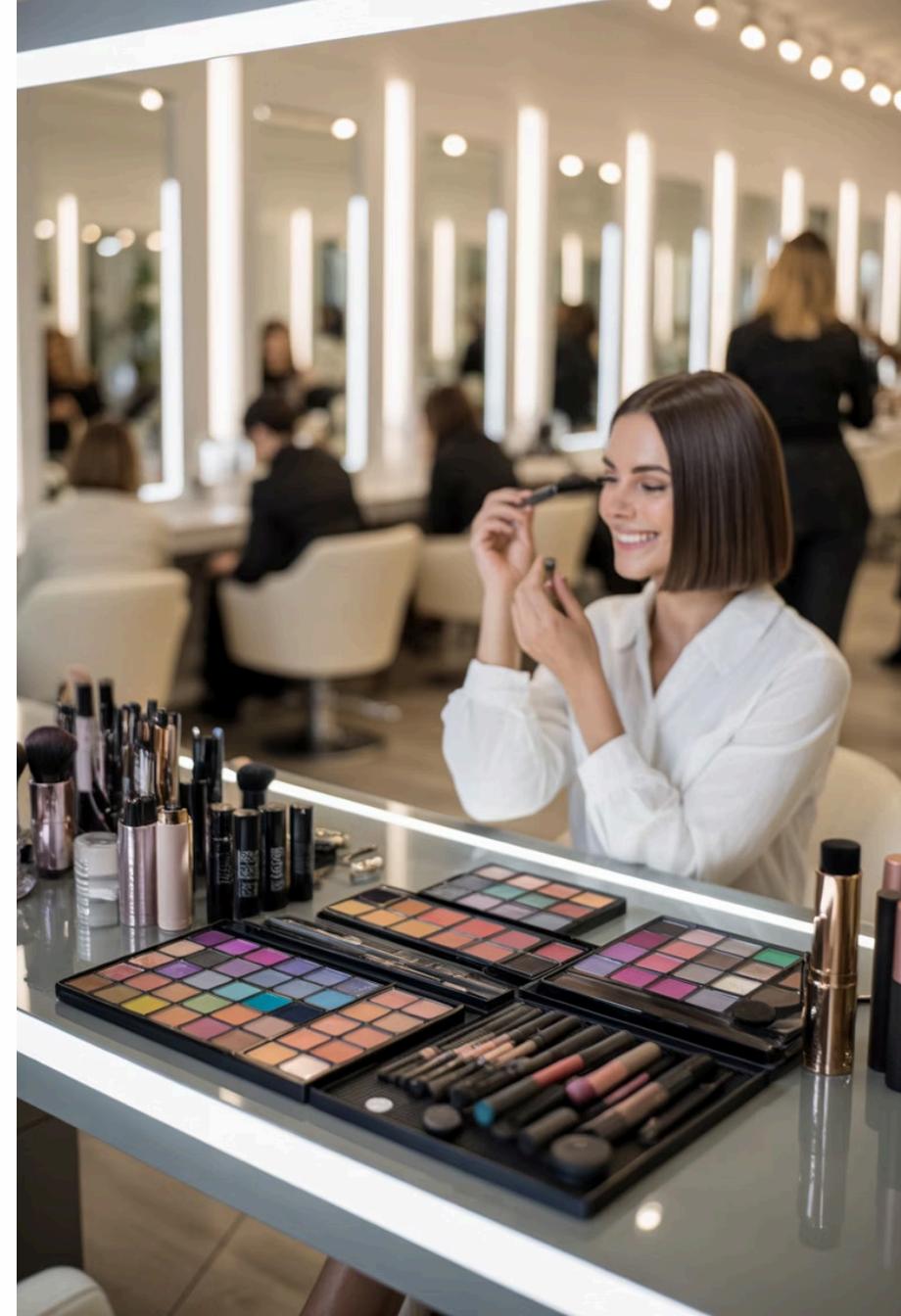


## Real Results

I deliver measurable growth in bookings and revenue.

## Revenue-First

I focus my strategies on increasing your bottom line.

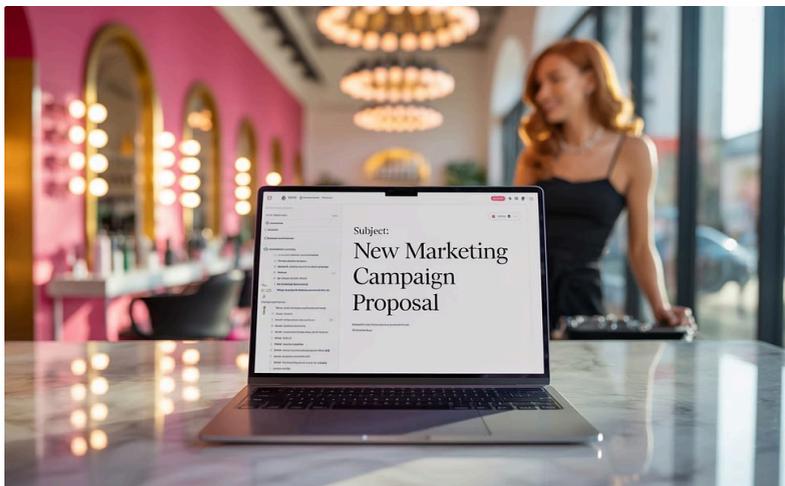


# Connect With Me



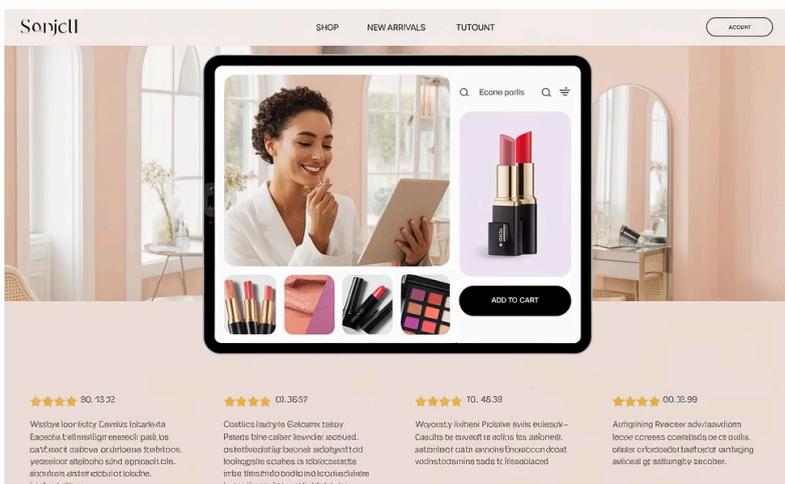
## Whatsapp or DM Me

Reach out directly through Instagram or Whatsapp +44(0)7403610449 for quick responses.



## Email Me

info@goldbuttoncollective.com for detailed enquiries.



## Visit My Website

<https://goldbuttoncollective.com/glow-up-your-sales> for service details.