



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.



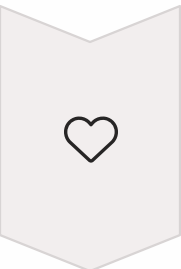
Immediate Cash Flow

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.



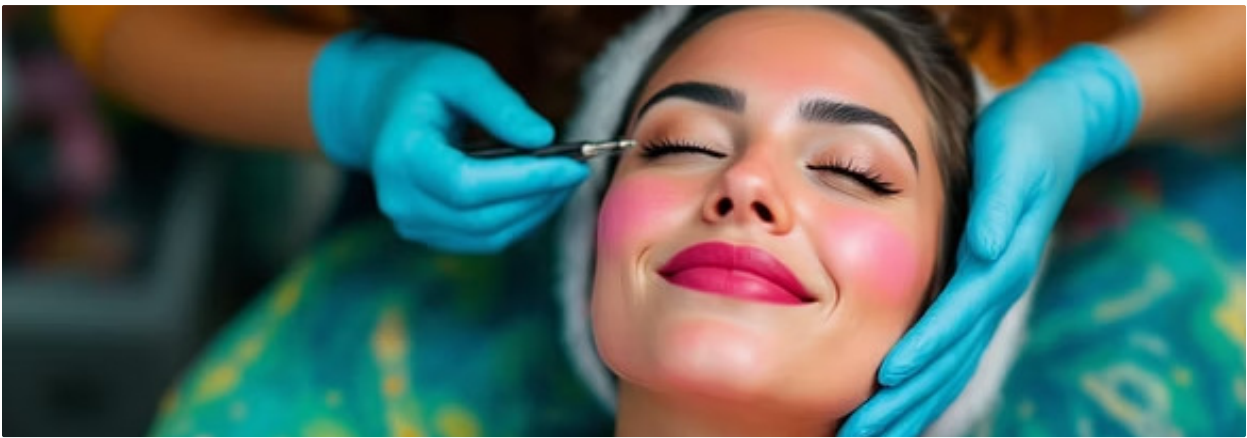
Follow-Up Systems

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

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Missed opportunity

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



Lost client

That potential client books with your competitor instead.

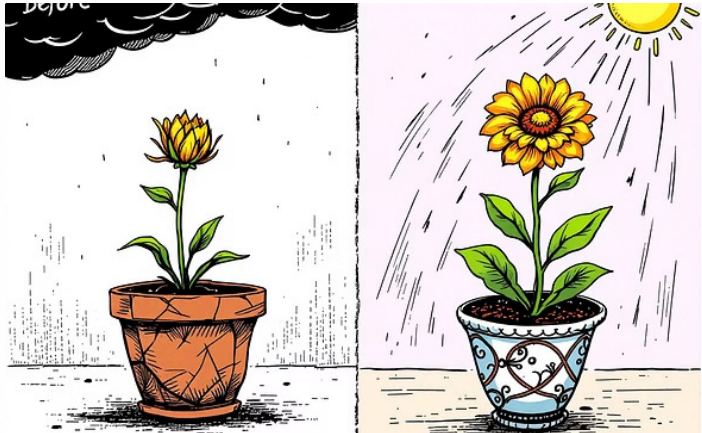
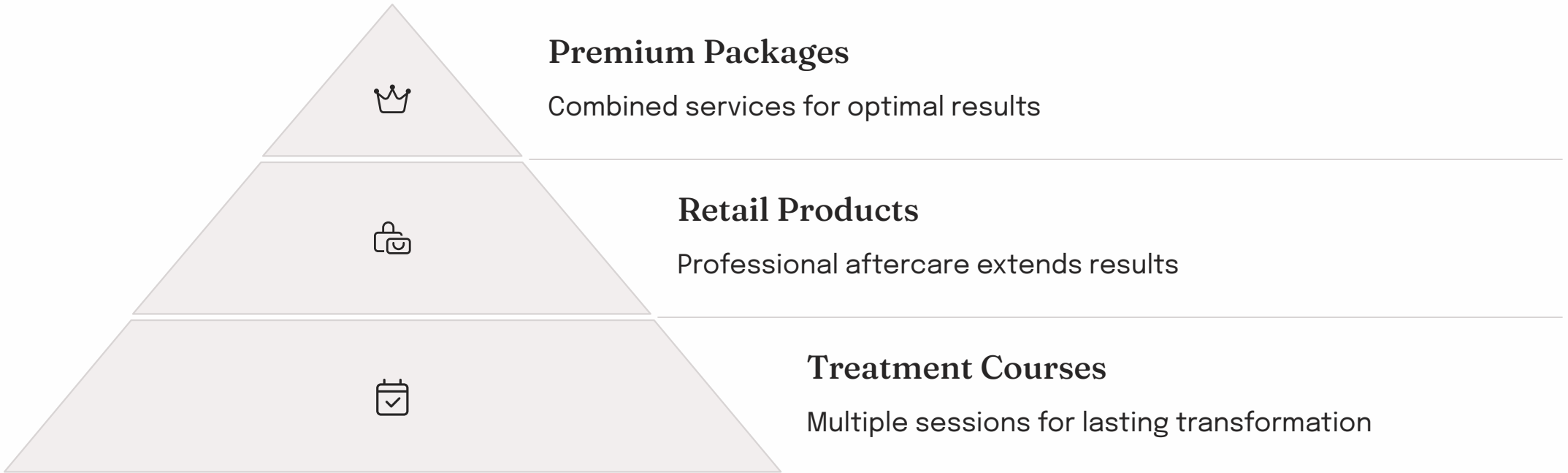


Revenue leak

Your business loses thousands in potential income monthly.



Bolt-On Products = Bolted-On Profits



Tech Stack & Systems I Bring



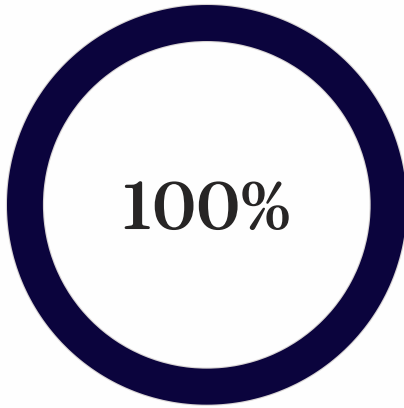


Ready to Level Up Your Bookings & Sales?



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.

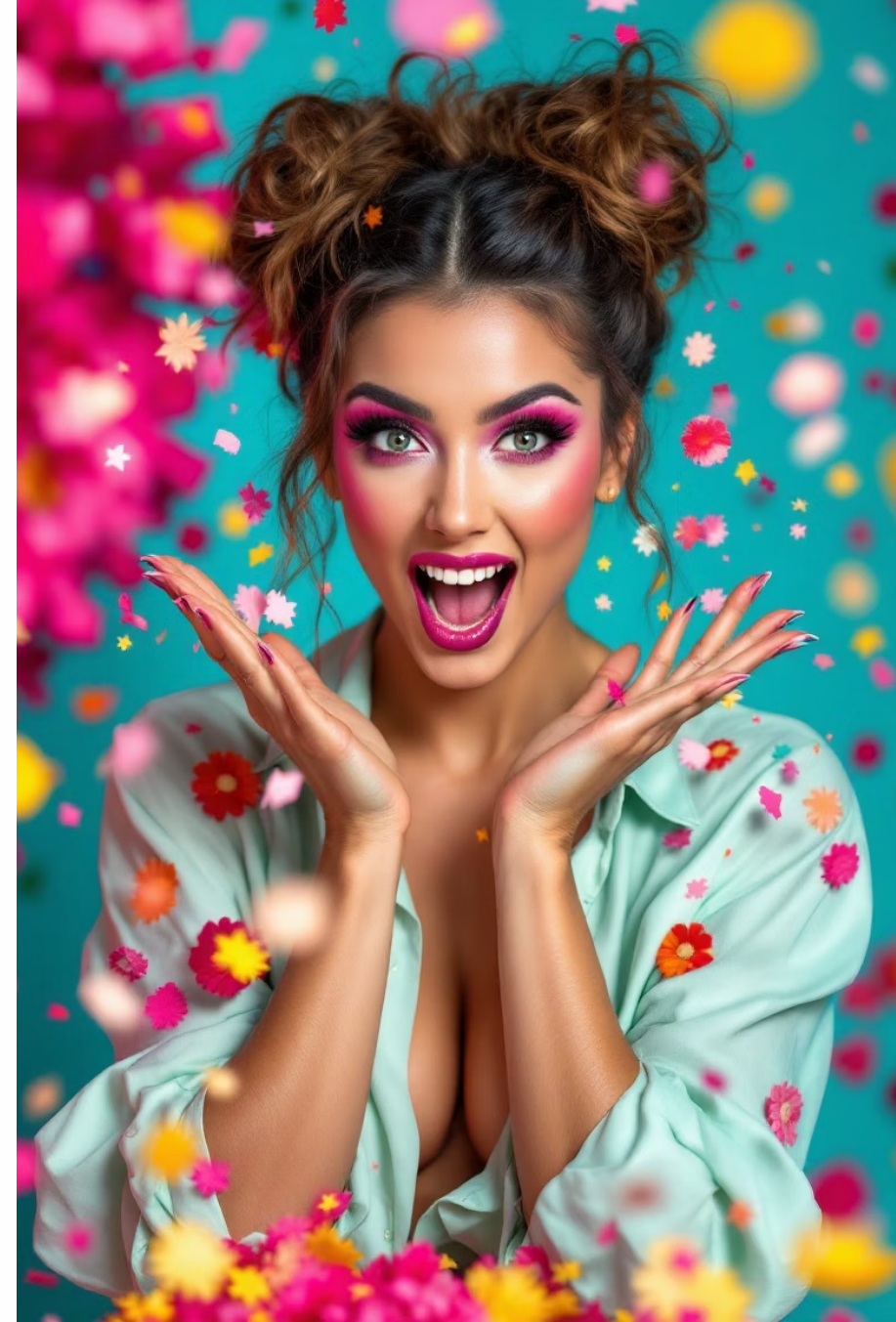


Real Results

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)7930533038 for quick responses.



Email Me

info@goldbuttoncollective.com for detailed enquiries.



Visit My Website

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