**Dominion Aesthetic** 

TECHNOLOGIES

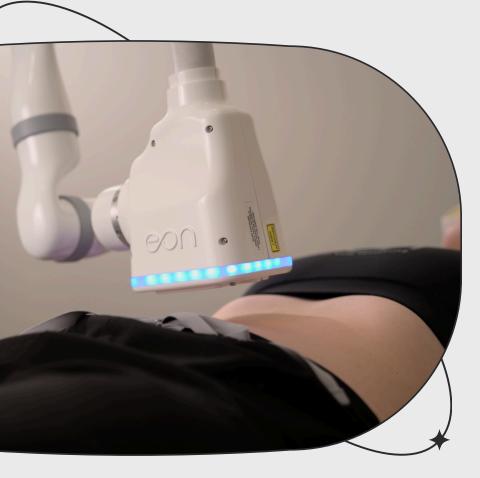


smarter body contouring

MAY 2024

EMPLOYEE HANDBOOK

### COMPANY OVERVIEW



EON is the first touchless, robotic body contouring device that is challenging today's industry standards. EON is currently FDA Cleared for non-invasive lipolysis of the abdomen, flanks, back and thighs. EON autonomously tracks body contours, which guide its movements in real-time. Its proprietary cooling technology cools the skin to unprecedented levels, allowing its laser to deliver more fat-reducing energy, more consistently and more comfortably.

While 1064nm laser energy induces apoptosis, the patient's comfort is maintained via a revolutionary cooling system. The entire abdomen can be treated in 60 minutes, while the flanks can be done in 40 minutes. The body then naturally eliminates the fat cells through the lymphatic system with the best results seen at 12 weeks.



Founded in 2016, **Dominion Aesthetic** Technologies, Inc. is a laser platform aesthetic device company with corporate headquarters in Texas and R&D labs in Florida, Dominion Aesthetic aims to offer the best solutions for aesthetic physicians and practitioners by merging the expertise of its renowned Scientific **Advisory Committee** along with its respected research & development team. Dominion **Aesthetic created EON -Smarter Body** Contouring to exceed the unmet needs of aesthetic physicians by leveraging innovative touchless robotic technology to advance the aesthetic body contouring industry.

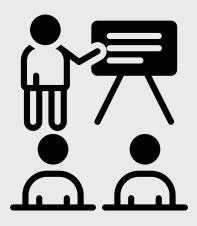
### MEET THE TEAM



- Cooper Collins CEO
- Gerry Sheridan CFO
- Amanda Reilly Accountant

#### Sarah Ramsey

Sarah Ramsey serves as the VP of Marketing and Communications for Dominion Aesthetic Technologies (DAT), with additional responsibilities overseeing the franchise expansion. For any inquiries or assistance, she is readily available for calls at 713-791-8772 or via email at sramsey@dominionaesthetic.com.





#### Ashlyn Henry

Ashlyn Henry holds the role of Corporate Trainer and Franchise Manager for EON at Dominion Aesthetic Technologies. In her capacity, she conducts training sessions for medical providers nationwide on the EON device and is responsible for overseeing the training and success of franchise employees. She is your first point of contact for questions and can be reached at 603-903-2458 or ahenry@dominionaesthetic.com.

## COMPENSATION & BENEFITS

#### SALARY & PAYROLL

Your salary, along with the details of medical insurance coverage and a predetermined amount of Paid Time Off (PTO) for your specific role, will be negotiated prior to employment. Our Chief Financial Officer, Gerry Sheridan, will guide you through all necessary paperwork to ensure a smooth and efficient onboarding process. Franchise employees make commission based on segment sales once they reach their designated sales quota for the month.



Payroll is distributed once monthly, on the last business day of the month.

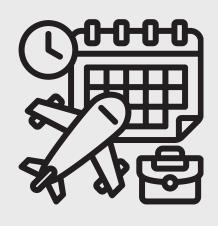


#### BENEFITS OVERVIEW

Our full-time employee benefits package encompasses comprehensive medical insurance through All Savers United Healthcare, dental through United Concordia, and vision coverage through Principal. Employees also have the option to select additional life insurance and short-term disability insurance through Guardian. The designated amount of PTO is pre-determined at hiring, employees enjoy the benefits of corporate holidays as part of our commitment to supporting their overall well-being.

#### PAID TIME OFF

To request time off, employees are required to notify their direct manager and our accountant, for payroll purposes. For franchise employees, it's essential to secure coverage for their shift before submitting a time-off request. In cases of illness or emergencies, documentation such as a doctor's note is mandatory when calling in sick, ensuring transparency and adherence to our policy.



## FRANCHISE SALES QUOTA AND COMMISSION



#### FULL TIME LASER TECH

An EON Smarter Body Contouring Laser Technician is obligated to meet a monthly sales quota of 20 segments. Upon achieving the sales quota, a commission of \$40 per segment sold will begin accruing. The commission will be calculated at the end of the current sales month and disbursed in the following month.



#### PART TIME LASER TECH

A part-time EON Smarter Body Contouring Laser Technician, working 20 hours or less, is required to achieve a monthly sales quota of 10 segments before commission accrual begins. Once the quota is met, a commission of \$40 per segment sold will start accumulating, and the total commission will be calculated at the end of the current sales month, with payout scheduled for the following month.



Failure to meet your sales quota may lead to an employee write-up. Additional training opportunities will be provided to support improvement, with the commitment to offering as much training as needed and desired for meeting sales targets. If you feel you would like additional training please let Ashlyn or Sarah know. 7FD is also a great resource for telephone call / sales training.

Employees are not allowed to change their scheduled hours without manager approval to do treatments on patients during another employee's shift. If a patient you call cannot come in during your shift for a consult, the consult defaults to the other employee to be able to sell a package. This is considered stealing from your co-worker. An employee cannot switch a shift with another employee without manager approval. Employees should never pay another employee to cover their shift, a manager will work to get that shift covered.

# EMPLOYMENT CATEGORIES AND DRESS CODE

A corporate employee is an individual employed by a company or organization to contribute their skills and efforts towards the company's goals and objectives within a structured and professional work environment. This role encompasses a diverse set of positions within our organization, including executives such as the CEO, CFO, and VP Marketing, as well as essential roles like Accountants, Receptionists, and Account Managers, each playing a crucial part in the overall success of the company.

Corporate employees are expected to adhere to a dress code that includes business attire and approved EON-logoed apparel. This standard ensures a professional and cohesive appearance, aligning with the company's brand image and fostering a polished and unified representation in the corporate environment.

- CORPORATE
- SALES
- FRANCHISE

Sales professionals within our organization, consist of contract sales members across the USA, and are instrumental in promoting and selling EON to medical providers. These dedicated individuals play a pivotal role in expanding our market presence and ensuring that EON reaches medical providers nationwide.

Sales employees are expected to adhere to a dress code that includes business attire and approved EON-logoed apparel.



Franchise employees, such as Laser Technicians, undertake multifaceted responsibilities, including meeting, treating, and consulting with patients. In addition to providing direct patient care, they are pivotal in promoting our services to consumers by skillfully selling packages tailored to meet their needs. These individuals play a key role in not only driving the success of our franchise model but also in delivering high-quality services to our valued customers.

For standard franchise employees, the approved attire consists of black EON logo scrubs paired with white, black, teal, or pink tennis shoes.

## TERMINATION & RESIGNATION



The employment relationship between Dominion Aesthetic Technologies and its employees is at-will. This means that either the employee or the company may terminate the employment relationship at any time. **Dominion is committed to offering every opportunity for all of its employees to be successful in their roles.** 

Dominion Aesthetic Technology reserves the right to terminate any employee who fails to adhere to the policies and protocols outlined in this handbook. Consistent adherence to these guidelines is crucial to maintaining a productive, safe, and respectful work environment for all team members.

#### **COMMON REASONS FOR EMPLOYEE TERMINATION INCLUDE:**

- Poor Performance: Consistently failing to meet job expectations or performance standards.
  - For example: Not meeting monthly sales quota at the Franchise for 3 months in a row.
- Violation of Company Policies: Breaching workplace rules and policies, such as code of conduct or ethical guidelines.
- Misconduct: Engaging in unethical behavior, harassment, discrimination, or other forms of misconduct.
- Violence or Threats: Engaging in violent behavior or making threats in the workplace.
- Theft or Fraud: Committing theft, fraud, or other forms of dishonesty.
  - For example: Changing your name on an invoice / sale that another person earned.
- Breach of Confidentiality: Sharing sensitive or confidential information without authorization.
- Attendance Issues:
  - For example: Repeatedly being absent or late more than 2 times a month.
- Insubordination: Refusing to follow directions from supervisors or not complying with management instructions.
  - For example: Having a negative attitude towards a supervisor.
- Dress Code Violation.
- Substance Abuse: Using drugs or alcohol in violation of company policies.
- Conflict of Interest: Engaging in activities that conflict with the interests of the company.

#### **RESIGNATION**

We kindly request that any employee intending to resign provides a **two-week notice** period at the corporate, sales, and franchise levels. This advance notice helps facilitate a smooth transition, allows for proper handover of responsibilities, and supports effective continuity in our operations. Your cooperation in this matter is greatly appreciated.

The rules outlined in this handbook are subject to change at any time based on company decisions and requirements. It is the responsibility of all employees to stay informed about updates and revisions to the handbook, which will be communicated by the company as needed.





#### ONCE A PATIENT/CLIENT IS BOOKED THE FOLLOWING STEPS MUST BE COMPLETED EVERY TIME.

- Always offer beverage when someone arrives
- Consent Forms
- Review Medical Questionnaire
- Is this patient on photosensitive meds?
- Before pictures (at each treatment)
- During treatment manage patient comfort
- Notes/chart after each treatment(what power level, size, direction)
- Follow up call after each treatment



Effective patient care involves a comprehensive approach centered on active listening, clear communication, and empathy. By respecting patient privacy and dignity, healthcare providers create an environment conducive to open dialogue. Informed consent and collaborative decision-making empower patients to actively participate in their treatment plans. Timely and efficient care, along with consistent follow-up, ensures ongoing support. Cultural competence, professionalism, and a holistic perspective contribute to a patient-centered approach. Recognizing each patient's uniqueness and tailoring care to individual needs fosters trust, enhances the patient experience, and ultimately leads to more successful healthcare outcomes.



# WHAT WORKS WHEN CALLING



#### **SPEAKING TO LEADS:**

"Hello, this is Macy from EON of The Woodlands. I hope your day is going well so far!

The reason for my call today is that I noticed you've expressed some interest in a consultation with us. I wanted to reach out and see if there are any questions I can answer for you or if I can guide you through what a consultation at EON looks like.

During a consultation, we invite you to visit our facility. We'll take you into one of our dedicated rooms, where together, we'll assess the areas you'd like to have treated, discuss your goals, and outline a recommended treatment plan tailored just for you.

Following that, we'll guide you into our treatment room to experience EON firsthand. We'll explain how EON works, what it feels like, and even provide a brief five-minute mini session. This allows you to get comfortable and explore how you might want to proceed.

As a special promotion for our in-store visitors, if you decide to purchase a package on the same day as your consultation, we'll happily waive the consultation fee.

Feel free to let me know if there's a convenient time for you to come in for a consultation, or if you have any questions. We're here to help you on your journey with EON. Have a great day!"

#### **PRE-APPOINTMENT SCRIPT:**

"Hello, this is Macy from EON of The Woodlands! I hope this call finds you well. I'm reaching out to confirm your upcoming appointment on [date]. Before your visit, could I kindly take down your height and weight? This helps us calculate your BMI. For EON treatments, we recommend a BMI under 31. If it's over 31, we ask for a doctor's note to ensure you're a suitable candidate. While you'll still receive the same scientifically proven results, please note there may be physical differences, and you might require additional treatments based on your desired outcome. To make the assessment process smoother, we suggest wearing loose or comfy clothing. Thank you! We look forward to meeting you on [date]. See you soon!"

#### **POST CONSULTATION SCRIPT:**

"Hi, it's Macy from EON of The Woodlands. I wanted to follow up after your recent consultation. Do you have any questions, or are you ready to schedule your treatment sessions? Understanding your personal concerns will help us tailor the perfect plan for you. Feel free to share your thoughts. We're here to support you on your EON journey. Looking forward to hearing from you!"

#### **CONFIRMATION/VOICEMAIL SCRIPT:**

"Hello, Macy from EON of The Woodlands here. I'm reaching out to confirm your scheduled consultation. Confirming your commitment will help us prepare and ensure a dedicated staff member is available for your appointment. Your time is valuable to us, and we want to make sure your visit is seamless. Please give us a call back to confirm. Thank you, and we appreciate your cooperation. Have a great day!"

## NEW PATIENT CONVERSION SCRIPT



#### 1. SMALL CHAT:

Casual and inviting. Consider closing with a friendly statement:

• "Hey Brad, how's your week going? Where are you calling from today? Alright, well, we can dive right in and get started with this call if you want?"

#### 2. STATE THE AGENDA AND TAKE THE LEAD:

Clear and concise. Refined for more engagement: "Shall we jump right in and make the most of our call?"

• "So, I am going to start off by asking you some questions about what you are experiencing. If it sounds like I can help, and you are a good fit for our treatment, I'll go over everything we have to offer and the process. Then you can make a decision whether this is something you'd like to move forward with or not. Sounds good?"

#### 3. FIGURE OUT THEIR PROBLEMS AND WHY THEY ARE HERE:

Well-structured with added engagement cues.

• "So Brad, tell me what you are experiencing and what motivated you to take the time out of your day to schedule this appointment with me?"

Depending on the response, you may have to dive a little deeper: What do you mean by...? Tell me more about that...?"

#### 4. GATHER INFORMATION AND CAUSE SELF-INFLICTED PAIN:

Good probing questions refined for clarity.

• "How is this affecting your life? What is this stopping you from doing? Are you comfortable living your life this way? Where do you see yourself in 5-10 years continuing on this path?"

#### 5. UNDERSTAND THEIR HEALTH GOALS:

Clear and encouraging with the refined prompt.

• "OK Brad, based on everything you told me, what are your health goals? OK, what is your motivation for reaching these goals? How would things be different for your life if you reached these goals?"

#### 6. RELEASE CONTROL AND SELF-ADMISSION:

Effective questioning technique maintained.

"OK Brad, so you're currently experiencing (health problems) and you want to (health goals). Tell me
what's stopping you from achieving this? Listen for those 3 magic statements before moving
forward."

#### 7. GAINING COMMITMENT AND WRAPPING IN EMOTION:

Encouraging commitment with a softer approach.

• "OK Brad, so when are you looking to take care of yourself and wanting to fix this problem? OK and I know that you are wanting to fix this now, but how committed are you to make this happen?"

## NEW PATIENT CONVERSION SCRIPT



#### 8. ACKNOWLEDGE THE GAP AND PERMISSION TO SHARE:

Clear with an engaging approach.

• "OK Brad, well I can definitely help with that. Would you like me to tell you about our treatment options and what I do?"

#### 9. STATE WHAT YOU SPECIALIZE IN:

Good structure with an added prompt for engagement.

•	"Great, my area of expertise is helping pa	atients like yourself experien	cing_	to	)	_ by
	I typically work with	_ and I help them to	"			

#### 10. STATE YOUR TREATMENT OFFER AND HOW IT WORKS:

Solid guidance. Ensure clarity and avoid jargon. Consider adding a brief success story or testimonial.

• "The next step when you do this correctly is that your prospect will ask you how they can work with you or what treatment plans you have to offer - when they ask you need to present what you have in a clear way. Here you state what you do and how it works."

#### 11. STATE YOUR OFFER AGAIN WITH INCENTIVE-BASED PRICING:

Good strategy with emphasis on silence.

• "This part comes ONLY WHEN YOUR PROSPECT ASKS FOR IT. This SILENCE here is the most crucial part of your entire consultation. You MUST not cave in, and you MUST remain silent until the prospect speaks. Sometimes this silence is longer than 1-2 mins."

#### 12. CLOSE THE NEW PATIENT:

Clear and direct. Consider adding a reassuring statement.

• "We're waiting for any words that mean let's move forward with this: 'What's the next step?' 'Ok well what's next?' 'Ok how do we get started?' 'Ok let's do it!' When they are ready to move forward say: Awesome! Well, we can get you started right now if you want."

#### 13. HANDLING OBJECTIONS

• Continue to the next page!



#### Request for Email or Follow-up:

• "Certainly, I can send you the details via email. However, keep in mind that the current special is only valid for appointments booked this week. Should I send it to the email we have on file?"

#### **Delay in Decision-Making:**

• "Absolutely, take your time. When specifically do you plan to discuss this with your partner or spouse? We can follow up after that to finalize your decision."

#### **Financial Concerns:**

• "Understandable. Investing in your health is crucial. How can we work together to make this feasible for you? Perhaps breaking the payments over three months with an initial payment of \$\_\_\_\_\_ with Cherry Financing?"

#### **Need for Time to Think:**

• "Completely respect that. We want you to be fully committed. What questions or concerns can I address right now to help you make an empowered decision?"

#### Not a Good Time:

• "I appreciate your honesty. When do you foresee a better time to chat about your new health journey? I would love to work with you to plan your success together."

#### **Checking with Family or Spouse:**

 "Absolutely, family support is crucial. Are you ready to move forward pending the 'sign-off'? When specifically will you talk with your spouse? We can follow up and secure your savings until then."

#### **Previous Body Contouring Dissatisfaction:**

 "That's understandable, and your experience matters. What specific outcomes are you looking for? If a certain amount of fat loss is what you want- just know that EON is 3X more effective in eliminating fat in scientific studies compared to our competitors. Let's address those concerns and customize our treatment to ensure your success."

#### **Request for Guarantee:**

 "Certainly, we guarantee that EON works, but it requires commitment. If you're seeking a guarantee before starting, we may not be the right fit. Let's discuss the specific outcomes you're looking for, and how we can work together towards your goals."

# STRATEGIC CALL GUIDANCE



#### STRATEGIC GUIDANCE FOR CLIENT INTERACTIONS

#### **Scarcity Offer:**

Create a sense of urgency with our exclusive \$49 special (usually \$250). Act now, as this
promotion is only valid for appointments booked this week. Future inquiries will be at the
regular rate.

#### **Empathy Building:**

• Approach clients with empathy, utilizing therapist techniques to establish a comfortable environment. This is not therapy, but a method to build trust, especially for those with past negative experiences or seeking help for the first time.

#### **Credibility Establishment:**

• Reinforce the credibility of our practice. Assure clients that they are not alone in their concerns and share success stories from previous patients to instill confidence in our services.

#### **Strategic Information Sharing:**

• Keep initial conversations focused on generating interest; avoid delving too deeply into treatments and prices. Save detailed information for in-person discussions to avoid potential turn-offs.

#### **Handling Price Inquiries:**

When pressed for prices, provide a starting point and express a willingness to explore special
offers upon their visit. Emphasize the value and benefits rather than fixating on specific
numbers.

#### **Insurance Discussion:**

• Steer clear of detailed discussions on insurance. Instead, mention that while insurance is not accepted, flexible financing options are available.

#### **Device Credibility:**

• Highlight the qualifications and accolades of our device to assure the patient of results. Share any awards, television coverage, magazine stories or notable influencers for added credibility.

#### **Appointment Scheduling Approach:**

• Present both morning and afternoon options confidently, avoiding direct inquiries about their availability. Putting them on hold if necessary helps maintain control over the conversation.

#### **Confidence and Assurance:**

• Maintain a confident demeanor throughout the conversation. Any hesitation may impact the client's confidence in our services.

#### Handling Delays in Decision-Making:

• If clients mention needing time to think, assure them it's okay and encourage them to book their next appointment promptly, emphasizing the limited availability of slots, even if not entirely accurate. A follow-up will be conducted to solidify their commitment.

## REPORTING ADVERSE EFFECTS





During the review of a patient's medical consent form, it is crucial to identify any contraindications that may preclude them from receiving an EON treatment. For clarification or medical advice, inquiries can be directed to Arturo Bonilla, M.D., Chief Medical Officer at Dominion Aesthetic Technologies, who will guide on the necessity of obtaining permission from the patient's primary care provider or determine if they are ineligible for EON treatments.

ARTURO BONILLA, M.D CHIEF MEDICAL OFFICER M: +1-210-415-3277

Despite EON being the safest device on the market, some patients may have undisclosed medical issues that could limit them from receiving treatment, potentially leading to adverse effects. In the event of adverse effects, it is imperative to first contact Dr. Arturo for guidance. Subsequently, the patient should be contacted, and questions from the adverse effect document should be posed. The gathered information should then be promptly emailed to Dr. Bonillo, Sarah Ramsey, and Ahmed Mohammed for further assessment and appropriate action.

### PRICING



Buy three EON segments and receive a complimentary segment. Use this segment at your first visit or one month later.

\$1500-SAVE \$500



#### THE "SMART" LIPO ALTERNATIVE

Buy six EON segments and receive two complimentary segments. Also get two months free when you sign up for our twelve month membership.

\$3000-SAVE \$1000 (2 SEGMENTS) OR \$1776 (2 SEGMENTS AND 2 MONTHS FROM MEMBERSHIP)



### MAINTAIN YOUR GOALS MEMBERSHIP

After the purchase of a package, a membership is used to maintain your fat loss. Treat a new area every month.

\$388/MONTH

## STORE OPENING AND CLOSING DUTIES

Daily completion of franchise store open and close duties is mandatory, and failure to do so will result in an employee write-up. The store is expected to maintain a clean, dust-free, trash-free, and well-mopped environment throughout the day.

CLOCK IN ON TIME -
TURN LIGHTS ON
TURN NEON SIGNS ON
TURN ON EON
TURN TV ON (MEDIA PLAYER, AND START VIDEO)
SWEEP UP ANY DEBRI OR BUGS
CHECK FOR ANY NEW APPOINTMENTS ON GO HIGH LEVEL
CHECK FOR ANY NEW APPOINTMENTS IN AESTHETIC RECORD
START CALLING ANY NEW PATIENTS WHO HAVE REQUESTED A CONSULT
ANSWER ANY CORPORATE EMAILS
MAKE SURE FRONT DESK IS FREE OF MESS AND BROCHURES ARE IN STOCK
STOCK THE REFRIGERATOR WITH DRINKS
CREATE SOCIAL MEDIA VIDEOS WHEN THERE IS DOWN TIME

\*ARRIVE TEN MINUTES BEFORE SHIFT STARTS
TO COMPLETE THESE DUTIES\*

# STORE OPENING AND CLOSING DUTIES CONT.

TAKE OUT ALL TRASH TO THE DUMPSTER
KEEP BOTH TREATMENT ROOMS TIDY
RESTOCK SNACKS, DRINKS, COFFEE AS NEEDED
SWEEP HIGH TRAFFIC AREAS AND MOP ANY SPOTS ON THE FLOOR AS NEEDED
RESTOCK BATHROOM NAPKINS AND TOILET PAPER AS NEEDED
TURN OFF ALL LIGHTS AT THE END OF THE DAY
SHUT DOWN DEVICES AT THE END OF THE DAY
PLUG IN IPAD AND CREDIT CARD MACHINE TO ENSURE A FULL CHARGE
WIPE DOWN ALL TABLES AS NEEDED
ADD ANY NEW APPOINTMENTS TO AESTHETIC RECORD SCHEDULER
SEND END OF DAY SALES REPORT
TAKE HOME ANY ITEMS THAT NEED TO BE WASHED
CLOCK OUT AT THE END OF YOUR SHIFT

## THINGS TO REMEMBER



Here are a few additional points to keep in mind, which may not have been covered in the earlier sections of the handbook. These serve as valuable reminders to enhance our collective understanding and ensure a positive and informed workplace experience.

1.LUNCH BREAKS ARE <b>ONE HOUR</b> .
2. DO NOT EAT IN PROCEDURE OR WAITING ROOMS.
3.AT SAKS, EAT IN FOOD COURT OR EMPLOYEE LUNCHROOM.
4. TAKE TRASH DOWN TO DUMPSTER EVERY NIGHT - NO EXCUSES.
5. NEVER CHANGE YOUR NAME TO ANOTHER PERSON'S SALE.
6. ALWAYS COMPLETE THE END OF DAY REPORT FOR SAKS.
7. SAKS EMPLOYEES RECEIVE 20% DISCOUNT AT REGISTER.
8. KEEP CELL PHONES OFF THE FLOOR / DO NOT USE IN FRONT OF PATIENTS.
9. IF YOUR SHIFT IS 9 - 5 - CLOCK IN AT 9 AND CLOCK OUT AT 5.
10. DO NOT TAKE BREAKS TOGETHER & NEVER LEAVE THE DEVICE UNATTENDED.

For **MEMBERSHIPS**, charges occur on a monthly basis with the accrual of one segment. Patients have the flexibility to wait one month and treat two segments if they have been charged. Additionally, memberships are available in 6-month and 12-month plans, with patients receiving one segment per month on the plan. Notably, patients can accumulate stored segments each month, allowing for more extensive treatments to be conducted at once when desired.

It is imperative not to provide **complimentary segments** to patients without obtaining approval from your manager. Furthermore, exercise caution and refrain from administering treatments over areas where **adverse reactions** have occurred. In instances of adverse reactions, avoid offering additional segments without consulting your manager for guidance. This ensures a consistent and safe approach to patient care.

### EMPLOYEE HANDBOOK ACKNOWLEDGMENT

I acknowledge that I have received, read, and understand the contents of the Dominion Aesthetic Technologies Employee Handbook. I understand that the policies and guidelines outlined in this handbook are subject to change, and it is my responsibility to stay informed about any updates communicated by the company. By signing below, I confirm my commitment to adhere to the principles, standards, and expectations set forth in this handbook during my employment with Dominion Aesthetic Technologies.

#### **Please Sign and Date**

Date:	Signature of Employee

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