



## BESTOW UNIVERSITY

KNOWLEDGE IS  
BEAUTIFUL



### HOW TO BEGIN A BESTOW CONVERSATION

#### key learning points

By now you have a wealth of knowledge about working from within for beautiful skin. It's time to learn how to translate that knowledge into results for your clients. It's time to learn the art of beginning a Bestow conversation.

#### CREATING SPACE FOR BESTOW CONVERSATIONS

- Begin by focusing your efforts on clients who come to you for facial treatments or to buy skincare products. They care about their skin and are prepared to invest in it.
- Create space for a 10 minute skincare conversation before their facial treatment.

#### ASK OPEN QUESTIONS

- Closed questions have a 'yes' or 'no' answer - they close down conversations.
- Open questions leave room for the client to respond with whatever is important to them; they open up conversations.

#### EXAMPLES OF OPEN QUESTIONS

- Do you have any concerns with your skin I can help you with?
- What are your skin goals for this year?
- What can you tell me about your skin?
- What concerns you most about your skin?
- What do you want your skin to be like?
- Where do you think you'd like to start?

#### BESTOW DIAGNOSTIC QUESTIONS

Closed questions can sometimes be helpful to bring something specific to your client's awareness.

#### CONGESTED SKIN

*Question 1:* Do you often get blackheads and blocked pores?

*Talking Point:* EFA's are essential for regulating oil flow and clearing congestion.

*Product Recommendation:* Bestow Beauty Plus Oil

*Question 2:* Do you have any trouble with bloating or constipation?

*Talking Point:* You can't heal a constipated skin! Importance of regular digestion and clearing toxins for clear skin.

*Product Recommendation:* Bestow Be Cleansed Powder

#### RED, SENSITIVE OR INFLAMED SKIN

*Question:* Do you find that your skin is quite sensitive or can flush easily?

*Talking Point:* Heating foods and their cooling alternatives. The importance of key skin nutrients to rebuild a healthy protective skin barrier.

*Product Recommendations:* Bestow Within 1 Recipe Book, Bestow Twin Skin Essentials



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### DEHYDRATED SKIN

*Question:* Despite your good skincare routine, does your skin still feel dry and tight sometimes?

*Talking Point:* The importance of EFA's to moisturise from within and lock in hydration internally. Soaking the skin topically and locking in hydration externally with facial oil.

*Product Recommendations:* Bestow Beauty Oil and Bestow Nourishing Facial Oil Ritual

### OTHER BESTOW CONSULTATION IDEAS

- Offer your client a free zinc test. If they are deficient, use the opportunity to talk about the importance of key skin nutrients for strong skin. Recommend the Bestow Twin Skin Essentials. [www.bestowbeauty.com/zinc-test](http://www.bestowbeauty.com/zinc-test)
- Introduce a Holistic Skincare Consultation to your services menu, reviewing the client's diet, lifestyle and skincare in depth and making recommendations.

### JANINE'S CONSULTATION ADVICE

1. Listen Carefully to Your Client's Priorities. The things that concern your client most about their skin are the things they will be motivated to do something about. Take their concerns seriously, earn their trust and then you will be able to offer solutions for the things that concern you.
2. Encourage Your Client. Change takes a lot of effort. You can motivate your client to begin a change process by affirming what they are already doing well. Focus on their strengths and celebrate the milestones and mini-victories along the way.
3. It's Okay to Make Mistakes. Each time you put these ideas into action with your clients you will grow in confidence and learn valuable lessons. Find your own natural way of coaching your clients using your personality and strengths. Be the best you that you can be!

### YOU ARE PART OF A SLOW BEAUTY REVOLUTION

Living the Bestow way is a beautiful and rewarding way to live, both for you and your clients. I am very proud of the Bestow community of therapists we are growing. I know that together we are changing our industry from the inside out, one client at a time.

