



BESTOW UNIVERSITY

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## HOW TO BEGIN A BESTOW CONVERSATION

In this session we are going to look at some client consultation strategies to help you translate what you have learnt into meaningful results for your clients. By now you have a wealth of specialised skincare knowledge, and it's time to learn the art of beginning a Bestow conversation.

You might be wondering...should I try and pass on all the information at once, or drip feed it bit by bit? And how do I even broach the topic of working from within with my client?

This is an important question. If a client comes to you for brow shaping it's not always clear how to move the discussion from brow shaping to bowel health!

In reality, while some grooming clients might be open to a conversation about skincare, not all of them will want that, and that's okay. As you build trust with them, you'll get a sense of whether or not it would be helpful to open a conversation about skincare.

I think it would be better to focus your efforts initially on clients who come to you to buy topical skincare or for facial treatments. Why? Because you know that they already care about their skin and are prepared to invest in it. This makes it easier to introduce the concept of working from within to improve their skin.

So, let's say that a new client is coming to you for a facial treatment or product consult. How might you open up a Bestow conversation with them?

Firstly, you need to create space for the conversation. Allow ten minutes at the beginning or end of your treatment to sit down and have an unhurried conversation about the client's skin.

There are lots of different ways you could begin. I asked some of the more experienced Bestow therapists from our community to share how they open a conversation about inner health.

Julia O'Gorman, from Auckland, often asks new clients a simple but powerful question. She says, "Do you have any concerns with your skin that you would like me to help you with?"

What a caring and respectful question this is. Julia tells me that when she asks this, new clients nearly always respond and ask for advice. Once the client opens up about their concerns you have an open door to share your knowledge and make Bestow product recommendations that would address their specific skin needs.

What are some other ideas?

This year, Shelley Foster and the team from Jamele Skincare have been asking each client, "What are your skin goals for the year?"

They find this encourages the client to open up about any skin concerns or desires they have. I think this is a great idea. Once you know what is top of mind for the client, you can make suggestions about which Bestow products can support them in achieving their skin goals.

For example, if they say that their skin is very oily - or very dry - you could talk about the importance of EFAs for regulating oil flow and introduce them to Bestow Beauty Plus Oil.

Julia and Shelley's suggestions are both perfect examples of open questions. This is an important principle to remember.

In your skincare consultations, always use open questions rather than closed questions. Closed questions are questions that have a yes or no answer.

For example if you ask a client: are you happy with your skin? More often than not, they will just say 'yip' - and where do you go from there? Closed questions close down conversations.

On the other hand, open questions open up conversations. Questions like 'What are your skin goals?' or "Do you have any skin concerns I can help you with?" leave a wide open space for clients to share whatever is important to them.

Other open questions you can ask are:

What can you tell me about your skin?  
What bothers you most about your skin?  
What would you like your skin to be like?  
Or, where do you think you'd like to start?

There can sometimes be a place for asking a client a closed question, and that is when you are using the question to bring something specific to the client's awareness.

For example, if you notice a client has congested skin you might ask,  
Do you often get blackheads and blocked pores?

If they say yes, you could then say, would you like me to share some skin solutions for this?

If they are open to your input, you could then talk about the importance of EFAs and how Bestow Beauty Oil helps to regulate oil flow and to clear congestion. If they are open to making lifestyle changes, you could also tell them about congesting foods and introduce them to the Bestow Within I recipe book which has the congesting foods listed in the introduction, their alternatives and lots of skin-smoothing recipes.

As a follow up question, you could ask them. How's your digestive health? Do you have any trouble with bloating or

constipation? If you are open and comfortable with this topic you will encourage them to be too.

If they do have digestive issues, this opens the door for you to explain how Bestow Be Cleansed powder supports digestion, heals the gut and clears toxins which otherwise end up on the skin.

Let's look at another scenario.

If you notice a client has red, sensitive or inflamed skin, you might ask.  
Do you find that your skin is quite sensitive or can flush easily?

If they say yes and are open to your thoughts, you could talk about heating foods and their cooling alternatives. Again, the Bestow Within I recipe book introduction and recipes are your best recommendation here.

You can also talk about the importance of rebuilding a healing and protective skin barrier for sensitive skin and explain that the Twin Skin Essentials provide the essential skin nutrients to do this. They might not be ready to purchase products, but they might walk out with a Bestow University Special Access Card to Bestow Uni to watch the clip on the Bestow Recipe Books, Bestow Beauty Oil and Bestow Beauty Powder. If they are not convinced after that, they probably never will be!

What could you do if you notice that a client has very dehydrated skin?

You might say - I notice you have a good skincare routine, but does your skin still feel dry and tight sometimes?

If they say yes, you could talk about the importance of EFA's to moisturise skin from the inside and lock in hydration. Bestow Beauty Oil or Beauty Plus Oil would be a good internal support here. However, in this case topical hydration is also essential, so I would also introduce them to Bestow Nourishing Facial Oil and the soaking ritual. They could incorporate this product and ritual in with their existing skincare routine and it would be a big help in rehydrating their skin.

So far, everything we have talked about all centres around dialogue, but it can also be great to introduce something practical into the consultation.

Jenna Hitchcock from Beautea in New Plymouth, finds that offering a free zinc test is a great way to open up a conversation about internal skin support. If the client is zinc deficient, she explains to them that the Bestow Twin Skin Essentials provide the key skin nutrients needed to address deficiencies and to build beautiful skin.

You can find information on how to zinc-test your clients at [www.bestowbeauty.com/zinc-test](http://www.bestowbeauty.com/zinc-test)

Some Bestow therapists have added a holistic skincare consultation to their services menu. You might like to consider this. This gives you an opportunity to review your client's skincare, lifestyle and diet habits in depth and to make personalised recommendations for their skin. This style of consultation works particularly well if you are dealing with more advanced skin challenges like acne or rosacea.

Before I go, I'd like to share three things that I think are very important to keep in mind at this stage of your journey as a Bestow therapist.

### 1. Listen Carefully to Your Client's Priorities

As therapists, if we see a skin problem it's in our nature to want to fix it. But if what you want to fix is not your client's priority, you will be wasting your time. It is vital that you listen very carefully to your client's responses and make sure that they feel heard and understood.

What they bring up about their skin is what is important to them, and what they will be most motivated to do something about. By taking their concerns seriously, you will earn their trust and be able to offer solutions.

Of course, you can also be smart about it. Let's say a client presents with quite bad congestion. To you that is the obvious thing to fix, but they might be most concerned about the wrinkles on their forehead. You could recommend Bestow Nourishing Facial Oil and the soaking ritual and say to them - this is going to really help to rehydrate and plump up your wrinkles. I also notice your skin is quite congested. As a bonus, soaking your skin will also help to create some movement there too. Bestow Beauty Oil would also support both of things by regulating oil flow and moisturising the skin from within. You've provided the client with a recommendation that address what she is concerned about, and you will also be supporting the skin condition which you are concerned about it. You just need to address their concerns as a first priority.

### 2. Encourage Your Client

Change takes a lot of effort. You can motivate and encourage your client to begin a change process by affirming what they are already doing well. For example you might say 'You sound like you are very disciplined with your skincare routine which tells me that you have the discipline to make changes in other areas too.'

Or, you may have a new client who has tried a lot of things that haven't worked in the past and is frustrated. You can turn this around by saying, 'I believe I can help you. You've put in a lot of effort to fixing your skin over the years, so that tells me that you have the inner determination to make change.'

By focussing on their strengths, you will encourage them to draw on those strengths as they face the changes ahead.

Remember to celebrate the mile-stones and mini-victories along the way. You can pat yourself on the back for you the good work you are doing, but remember that they are the ones doing all the hard work and they need to be commended for it.

### 3. It's Okay to Make Mistakes

The key in all of this to give yourself permission to make mistakes. You don't become an amazing skin coach overnight, and you don't do it by watching a few videos - you do it by taking these ideas and putting them into practice and learning from the results.

Each time you put these ideas into action with your clients you will grow in confidence and learn valuable lessons. I encourage you to share questions and stories in the Bestow Uni Graduates Facebook Group. As you've seen from the video today, we can learn valuable things from one another.

Over time you will find your own natural way of supporting and coaching your clients. You bring your own wiring, personality, and strengths to your clients and your goal here is not to become a mini Janine Tait, but to take my knowledge and insights and work with them in your own unique way. My hope is that you grow in confidence to be the best you that you can be!

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 that are growing. I know that together we are changing our industry from the inside out, one client at a time. I wish you well on your continuing Bestow journey and I look forward to hearing your success stories!



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