

THE FRAMEWORK

The \$8,372 Receipt.

How a routine tox appointment turned into a six-month skin plan — and the conversation that made it happen.

“We don’t sell treatments. We guide outcomes.”

Every word in this document flows from that one idea. What follows is what happens when a clinic stops selling appointments and starts building plans.

Part 01 - The Receipt

The actual line-item breakdown of a single client visit. She came in for a routine neurotoxin appointment — the kind we book a dozen of every week. She walked out having committed to a six-month plan. No high-pressure close. No upsell script. Just a different conversation.

CLIENT VISIT · ITEMIZED		May 15, 2026
Neurotoxin — Routine Appointment		\$317.00
The original booking. What she came in for.		
6-Month Skin Plan		\$8,055.00
Layered protocol built during the plan-building conversation.		
Subtotal		\$8,372.00
Convenience fee		\$209.30
TOTAL		\$8,581.30

The \$317 visit didn’t change. The \$8,055 didn’t exist on the menu — it existed in the conversation. That’s the entire premise of this method: the value sits between the appointment and the plan, and most clinics walk right past it every single day.

PART 02

Two Analogies

The receipt on the previous page didn't happen because of a closing technique. It happened because of a philosophy shift — the moment the provider used these two analogies.

01 - The Dentist

Your dentist doesn't ask which procedure you want today. They examine you. They tell you what they found. They give you a clear recommendation. You trust their expertise — because they have a system. A skin consultation should work the same way. The provider should lead. Not pitch.

02 - The Gym

Nobody walks into a gym and asks for a six-pack by Friday. Real change requires a plan, consistency, and time. Skin works exactly the same way. One treatment is a workout. A plan is a transformation. **That's why we call it Skin Reps.**

When a client commits to a plan

When a client commits to a plan instead of a one-off, four things happen automatically:

- **They stay consistent.** Consistency is the foundation of every real transformation. The plan removes the guesswork.
- **Treatments layer correctly.** Sequenced and spaced over time, collagen builds, tone evens, texture resets.
- **Before-and-afters get dramatic.** Better results drive referrals — the cheapest growth channel a clinic has.
- **The clinic gets predictable revenue.** Retention and recurring spend replace the constant churn of one-off bookings.

PART 03

What Most Injectors Miss

Most injectors are trained to fix what’s in front of them today. A wrinkle. A line. A volume loss. You treat the appointment, book the follow-up, and call it a win.

But your clients aren’t paying you to fix today. They’re paying you to get them somewhere. And almost none of them have ever been asked where that “somewhere” actually is.

The Shift

Before the conversation	After the conversation
Client picks a treatment off the menu.	Provider designs a 6-month outcome plan.
You sell one appointment at a time.	You sell the full transformation up front.
Average ticket: \$200 – \$700.	Average ticket: \$5,600 – \$12,000+.
Client commits when they feel like it.	Client commits because they have a roadmap.
Retention depends on memory and marketing.	Retention is built into the plan itself.

The eight minutes before the needle do more for your revenue than the eight minutes after. The treatment isn’t what you’re selling. The plan is.

PART 04

The Conversation

Below is the abbreviated flow of the actual conversation that produced the \$8,372 receipt. Names changed. Specifics generalized. The shape is real.

You're about to see the questions. What you're **not** seeing is the logic underneath them — why this exact order, how each answer routes the plan, what to say when a client gives a hard answer, and how the conversation bridges into pricing without pressure. That logic is **Pillar III of the masterclass**. The questions alone are a glimpse. The system is what makes them work every time.

THE OPEN

PROVIDER

"Before we get started — when you look in the mirror six months from now, what do you actually want to see?"

CLIENT *"Honestly? I just want to look less tired. And the texture around my cheeks has been bothering me forever."*

THE REFRAME

PROVIDER

"Got it. So if we worked together for the next six months, what would have to change for you to feel like it was worth it?"

CLIENT *"Skin that looks rested. Smoother. Like... I want people to ask if I've been on vacation, not what I had done."*

THE DISCOVERY

PROVIDER

"What have you tried before — and what didn't work?"

CLIENT *"Tox here and there. A few facials. Nothing ever really stuck."*

PROVIDER

"Is there anything you've been curious about but never asked about?"

CLIENT *"I've always wondered about microneedling. And honestly, laser. But I didn't know if it was for me."*

THE VISION

PROVIDER

“If money and time weren’t a factor, what would the ideal version of your skin look like a year from now?”

CLIENT *“(pause) Like the best version of my skin in my thirties. Glowly. Even. I wouldn’t need a filter.”*

Notice what didn’t happen. The provider didn’t pitch a single treatment. Didn’t mention pricing. Didn’t recommend anything. She just asked five questions in the right order — and let the client tell her exactly what to build.

PART 05

The Plan On Paper

After the conversation, the provider mapped the plan in front of the client — in real time, on the printed Skin Plan template. Treatments matched to outcomes. Cadence written out. Home care attached. No surprises.

SKIN PLAN · 6-MONTH OUTCOME · Total: \$8,055

1	<p>Laser Tooth Whitening + Discovery Treatment Quick visible win to build momentum.</p>
2	<p>Microneedling — Texture Reset First of three. Targets the cheek concern she named.</p>
3	<p>Neurotoxin Maintenance + Medical Facial Hold the existing result. Build the canvas.</p>
4	<p>Microneedling Session Two Stacking the texture work. Visible turnaround.</p>
5	<p>Targeted Laser Treatment The thing she'd been curious about. Now she's ready.</p>
6	<p>Microneedling Session Three + Plan Review Final session. Photos. Build the next plan.</p>

HOME CARE INCLUDED Medical-grade skincare protocol matched to the in-clinic plan. Reordered every 90 days. Built into the price.

The act of writing the plan down — visibly, in her presence — is what closed the gap between hope and commitment. She didn't buy a treatment. She bought a destination, with a map to get there.

PART 06

Why It Worked

Three things made this receipt happen — and none of them are about closing technique.

01 The provider asked before she recommended.

Every treatment on the plan came from something the client said out loud. When you build a plan from a client's own words, you're not selling — you're delivering.

02 The plan was layered, not stacked.

A texture concern, a tired look, and a curiosity about laser all belonged on the same six-month protocol. One treatment alone would have addressed one concern. The layered plan addressed the whole face.

03 The cost was framed by the outcome, not the menu.

She didn't compare \$8,055 to a single tox appointment. She compared it to looking like the best version of herself for the next year. Once the destination is real, the price is just logistics.

Receipts like this aren't outliers in our clinic anymore. They're our average. The reason isn't talent. It's the system — the same system any trained provider can run, in the eight minutes before they pick up the needle.

PART 07

The Pattern

One receipt is a story. Five hundred receipts are a pattern. Here's what happened to our clinic's numbers when we ran this system every day for a full year.

\$5K–\$12K+
AVERAGE PLAN TICKET
Up from a \$150–\$700 average treatment ticket pre-system.

10x
TICKET GROWTH
Same staff, same equipment, same client base.

\$35K+
ADDED MONTHLY REVENUE
Added to our clinic without a single new client.

14+
ANNUAL VISITS PER PLAN CLIENT
Compared to two to three visits a year before plans.

Notice what isn't on this list. We didn't add new clients. We didn't buy new devices. We didn't hire a single new provider. We just changed the conversation that happens before the treatment.

PART 08

A True Win For Everyone

Most “high-ticket” systems extract value from one side of the table — usually the client. This one doesn’t. The reason it works long-term is that everyone in the room benefits.

FOR OWNERS

- Predictable, scalable revenue.
- Profit margin protected — not eroded by discounting.
- Higher retention, lower acquisition cost.
- A repeatable system, not a personality-dependent operation.

FOR STAFF

- Bigger paychecks through plan-based bonuses.
- Scripts that remove the awkwardness of selling.
- They lead consults like clinicians, not closers.
- Less burnout — clarity replaces pressure.

FOR CLIENTS

- Real transformation instead of random treatments.
- A clear roadmap that replaces decision fatigue.
- Layered results that compound over months.
- Monthly payments that make premium care accessible.

Nobody has to lose for someone to win. Owners profit more. Staff earn more. Clients get better results. That’s why this system holds up over years — it’s not a closing tactic. It’s a structural realignment.

PART 09

What To Do Next

This is one receipt. The full system produces them weekly.

What you just read is the anatomy of one client visit. The full **Skin Reps** method is the system that produces it predictably — built on four pillars. This document touched the surface of two.

I. The Plan How to design a 6–12 month protocol from five treatment categories — sequenced, spaced, and layered so results compound.

II. The Team The referral loop between aestheticians and nurse providers that fills every provider's book automatically.

III. The Consult The logic behind the five questions — the sequencing, the follow-ups, the objection routing, and the bridge into pricing that turns a \$300 visit into a \$5,000–\$12,000 plan without pressure.

IV. The Templates Plan documents, pricing worksheets, home-care pairing guides, the consultation script, and the staff bonus tracker — everything to run your first plan consultation Monday.

THE MASTERCLASS

Skin Reps.

All four pillars. Every template. Every script. Every objection handle. The pricing logic, the team model, the follow-up cadence, the maintenance system. Buy it once. Implement it this week.

→ getskinreps.com

THE CLINIC BEHIND THE SYSTEM

Skin Reps is the system we built and proved inside our own clinic — **GLOW Aesthetic Clinic**, a real, working medspa, owner-operated by the Berger family since 2017.

- 5x Best Medical Spa · 5x Best Skincare Clinic · 3x Best for Injectables & Fillers (regional readers'-choice awards)
- InMode-recognized Top Morpheus8 Provider (regional) and Top 10% in North America, every year since adopting the device
- Real patient before-and-afters featured by InMode and Vivant in their own marketing
- Vivant "A-Listers" every year · multiple \$100K+ single-night events, record \$140K
- Built and run by the Berger family — owner-operators, with NP, RN, and a master aesthetician (40+ years) on the team

This guide may be shared, not resold. · getskinreps.com