



Beauty and the Business: Practice, Profits and Productivity, Performance and Profitability

Gregory A. Buford, Steven E. House

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New technologies and social networks have dramatically changed the way we communicate. But with this sweeping change, some things remain the same. First and foremost, treat your customers right. In **BEAUTY and the BUSINESS**, authors Gregory Buford, MD and Steven House present a framework for the highly successful profitable business. They incorporate long standing essentials to customer satisfaction and connect them through the technologies and culture of today's buyers who use the internet and social networking to make their purchasing decisions. Their solid recommendations provide insights on how to guide a potential customer through this process while developing trust along the way. And they do so at a pace that makes sense for the critical decisions being made by this aesthetic client. You may only have a nanosecond to prevent someone from clicking through your website or hanging up the phone and so you must have something that interests them. Finding and keeping customers has become a critical element to survival but authors Buford and House present the good news that the beauty industry is actually positioned for strong growth based on predictable generational spending habits of the baby boomers. They make a strong case for the need to be competitive and aware of technology's ability to shift markets away if you are not executing on client retention strategies, high quality referrals, and state of the art marketing. **BEAUTY and The BUSINESS** teaches you to analyze the market, engage it, draw feedback from it, and adapt at a rate of change at least as fast as the market itself is evolving. As a clinician, practitioner, or owner this book should become part of your strategic plan. The business of beauty is by its' very nature a business of choice. The choice to make changes and evolve your look for a variety of reasons drives customers toward those whom they can trust. **BEAUTY and the BUSINESS** will show you how to keep business growing in a continuously sustainable profitable manner, how to beat your competition, and how to actually have fun along the way.

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