



Aesthetic Influence

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How to Handle Price Objections

A Guide to Marketing for Medspas, Dental
Practices, Dermatologists and Dental Practices.

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THE MONEY TALK, THE PRICE OBJECTION, I CAN'T AFFORD THIS!

This type of objection is the most common in the Aesthetic Industry by a wide margin. You will hear the objection in many different shapes and sizes.

"I just paid a huge bill."

"I just bought a new house."

"I can't afford this right now."

"I don't have the money for this."

"Wow, this is just too expensive"

"I need to think about it"

"I will have to discuss with my spouse"

54% of the population falls into the **non-confrontational personality** type which means they will avoid telling you how they really feel, resulting in a **"smokescreen" objection** such as "I need to think about it" or "I need to talk to my spouse about it". Our job is to **clarify the objection** before we take this any further.

There is no such thing as a **"price" objection**. The objection is either **budget or value**. They either don't see the value of the treatment at the price point you've offered it (value) or they do think it's the right solution and they simply can't afford to spend that much at this time.

Remember though, **an objection** isn't real until they say it twice!



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Follow these steps to appropriately handling these types of objections.

Listen

The first thing we want to do is **pause and take a breath**. By embracing this quiet, subtly awkward moment... it will **entice your patient to continue to speak** about why **they think it's expensive**, they **don't see the value**, or they simply just don't have the **money** right now.

Acknowledge

Instead of talking about price, we're going to **reframe the conversation** to investment. Say something like this..

You: "It's very important that you're **comfortable** with this **investment**. We want all of our patients to be completely **vested in their journey to looking and feeling better**."

Clarify / Respond

We need to **clarify** their objections to better **understand their concerns**:

- *Tell me more about that?*
- *What do you mean by that?*
- *When you say, (insert their statement about cost), can you tell me more about that?*
- *Can you tell me more about the aspects of this investment that concern you?*

Start by asking **open-ended questions** to understand the **client's objection** better. For example, you could ask,

You: "Can you tell me more about what aspects of this **investment** concern you?"

We can **determine** whether this is truly about their available **budget** or about their perception of **value**.



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01

Budget Objection: "I just don't have the money for this right now"

- If the client mentions things that would lead to a true **budget concern** you can respond to them by asking..

You: "tell me, if you had the money/budget for this would this be something that would work for you?"

Patient: "Well yes I think it would" (if no, move to value objection)

- Then Follow up with, "Why would you feel it would though?" Say this with a **skeptical tone** because you don't need the sale! You are **detached emotionally**. You are **validating the value** of your service by detaching yourself.

Final notes: After we have clarified their objection and understand fully why they are concerned about moving forward. We can then address the true nature of their objection.

02

Value Objection:

- a. "I don't think this is worth the money at that price.
- b. "I don't think this solution will fix my problem, to be honest."

If you **uncover** that this is not about budget but rather about **value**. We didn't properly perform the **discovery** and **presentation** process to meet the **customers needs**. You'll need to revisit the **discovery portion** of the process and find out where you have **missed**.

Ask Probing Questions: Dive deeper into the objection by asking open-ended questions to uncover the specific reasons behind their doubts. For example:

- *Can you tell me more about why you feel this way?"*
- *"What specific features or benefits are you looking for that you don't see in our solution?"*
- *"Have you had any experiences with similar products/services in the past? If so, what was lacking?"*
- *Is there something missing from our solution that you were hoping to see?*

For a personalized consultation and to explore how we can enhance your marketing efforts, please don't hesitate to contact us at **info@aestheticinfluence.co** or by phone at **(317) 362-9812**. Schedule a call with us today!