21 AESTHETIC SALES SCRIPTS

Turn Price Shoppers into Consultations Without Becoming Pushy

A practical operating system for B2C aesthetic sales

ETHICAL SALES • CLEAR RECOMMENDATIONS • STRONGER CONVERSION • LONG-TERM CLIENT VALUE

This field guide gives front-desk teams and aesthetic consultants twenty-one practical responses for the moments where most clinics lose revenue. Use the wording as a pattern, not a robot script. Adapt it to your service, role, and local rules.

The rule: answer the question, understand the goal, reduce uncertainty, and create one clear next step.

Script 1: Price?

CLIENT	Price?
CONSULTANT	Absolutely. Before I point you to the right option, which area or result are you primarily interested in?

Coach's note: A price inquiry is an opening, not a rejection. Give context without hiding price.

Script 2: Just send me the price.

CLIENT	Just send me the price.
CONSULTANT	Of course. The program starts from €X depending on the protocol. If you tell me the area and goal, I can also tell you which option is actually relevant.

Script 3: What is your cheapest option?

CLIENT	What is your cheapest option?
CONSULTANT	We have several options, but I would rather recommend what matches your goal than choose only by price. What are you trying to improve?

Script 4: Does it actually work?

CLIENT	Does it actually work?
CONSULTANT	It can produce improvement in appropriately selected clients, but I would not promise the same result to everyone. Let me understand your goal first.

Script 5: Can you guarantee it?

CLIENT	Can you guarantee it?
CONSULTANT	I would not give a guarantee that implies every person responds identically. I can explain why you may be a suitable candidate, what we are targeting, and the limits.

Script 6: How many sessions exactly?

CLIENT	How many sessions exactly?
CONSULTANT	I can recommend a starting course, but I would not promise an exact biological response in advance. We plan, treat, and reassess.

Script 7: Can I see results after one session?

CLIENT	Can I see results after one session?
CONSULTANT	Depending on the procedure you may notice changes at different stages, but I would not build your expectations around one session if the goal requires a course.

Script 8: It is too expensive.

CLIENT	It is too expensive.
CONSULTANT	When you say expensive, is the main issue the total budget, or are you still deciding whether the program offers enough value for the investment?

Coach's note: Diagnose whether the objection is budget or value before offering a solution.

Script 9: Can you discount it?

CLIENT	Can you discount it?

CONSULTANT	I can check whether a current package or payment option applies. I would rather keep the appropriate treatment plan intact than reduce it only to reach a lower number.

Script 10: My friend paid less.

CLIENT	My friend paid less.
CONSULTANT	That can happen depending on the package, timing, and treatment plan. Let me compare exactly what was included before assuming the situations are the same.

Script 11: Another clinic is half the price.

CLIENT	Another clinic is half the price.
CONSULTANT	That is possible. I would compare the full protocol: assessment, provider, technology, treatment plan, number of sessions, follow-up, and what is included.

Script 12: I will think about it.

CLIENT	I will think about it.
CONSULTANT	Of course. What part would you mainly like to think through—the expected result, the procedure, the timing, the investment, or something else?

Coach's note: "Think about it" often hides one unresolved concern. Clarify without cornering the client.

Script 13: I need to ask my partner.

CLIENT	I need to ask my partner.
CONSULTANT	Of course. Would it help if I wrote down the treatment plan, schedule, and full cost so you can discuss exactly what we are recommending?

Script 14: I do not have time.

CLIENT	I do not have time.
CONSULTANT	Is the challenge the appointment duration, the number of visits, or fitting the course into your schedule?

Script 15: I am afraid it will not work.

CLIENT	I am afraid it will not work.
CONSULTANT	That concern is reasonable. I can explain why we believe you may be a suitable candidate, what improvement we are aiming for, and where the limitations are.

Script 16: I am scared of side effects.

CLIENT	I am scared of side effects.
CONSULTANT	Let us address that properly before any decision. I will explain the expected reactions, meaningful risks, and what we screen for before treatment.

Script 17: Does it hurt?

CLIENT	Does it hurt?
CONSULTANT	I can describe what clients typically feel, but comfort varies. I will also explain what is normal during and after the procedure.

Script 18: Is it safe?

CLIENT	Is it safe?
CONSULTANT	We use treatments within their indications and protocols, but every procedure has considerations. The appropriate clinical screening comes before treatment.

Coach's note: Safety questions should move the conversation toward appropriate screening, not absolute guarantees.

Script 19: Can this replace the gym?

CLIENT	Can this replace the gym?
CONSULTANT	I would not position it as a substitute for healthy habits. We should evaluate it for the specific result it is designed to support.

Script 20: I want my whole body done.

CLIENT	I want my whole body done.
CONSULTANT	We can assess all the areas, but I would prioritize them rather than assume treating everything at once is the best plan.

Script 21: I want the strongest settings.

CLIENT	I want the strongest settings.
CONSULTANT	Treatment parameters are selected for safety and appropriateness, not simply maximum intensity.

The 5-Step DM Framework

1. Answer the immediate question.
2. Clarify one relevant point.
3. Personalize the answer to the client's goal.
4. Recommend the next appropriate step.
5. Offer one specific action: a time, link, or call.

Use This in Tomorrow's Team Huddle

Pick three scripts. One team member plays the client; one plays the consultant; one observes. Run each scenario twice. On the second attempt, keep the structure but change the wording. The goal is flexible competence, not memorization.

For the complete 100-conversation vault, D.E.S.I.R.E. consultation framework, objection system, front-desk playbook, KPI dashboard, and 30-day sales bootcamp, continue with The Aesthetic Sale Conversion Toolkit PRO.

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