

# **Build Your Retail Profit Center - Developing and Implementing a Strong Retail Sales Strategy**

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In order to be successful in retail sales, aesthetic practices and medspas need to establish the same high standards that they demand for their services and procedures and understand the impact of their decisions.

## **Methods:**

Branding- consistency across all retailing platforms

Bundle products and services

Have a dedicated skin care specialist

Track client preferences- identify opportunities

Consider a private label skincare line