

TEETH WHITENING OBJECTIONS AND RESPONSES

Objection 1: "I've heard teeth whitening is not legal."

Response:

I appreciate your concern regarding the legality of teeth whitening services. It's important to note that Harley Street Smiles are the only fully compliant training academy in the UK that offers online one-to-one training aligned with GDC (General Dental Council) regulations.

It's important to note that they offer **cosmetic** teeth whitening training not dental, so both non-dentists and dentists are able to offer teeth whitening as long as they offer it with full compliance with the GDC regulations, which is why it's so important to train with a compliant academy, and Harley Street Smiles are the only ones who are fully compliant in the UK, the enrolment coordinator will be able to go through this in more detail with you.

This response emphasizes your commitment to legality and compliance, reassuring potential clients that your training is both a safe and smart investment for their careers.

Objection 2: "I already have some knowledge; why should I take this course?"

Response: That's great to hear that you have experience! The Ultimate Advanced Business Programme is designed for professionals like you who want to stay updated with the latest techniques, products, and industry standards. You'll gain access to high- quality gels through our trade shop, updated marketing strategies, and practical skills that can enhance your service offering. Additionally, you'll receive CPD + HSS accreditation, which not only boosts your credibility but also provides access to insurance, further protecting your business.

Objection 3: "I'm worried I won't get clients after the training."

Response: One of the standout features of the Ultimate Advanced Business Programme is the comprehensive marketing material and step-by-step marketing guide that's guaranteed to help you attract clients. Additionally, your association with Harley Street Smiles instantly boosts your credibility. They'll provide you with proven upsell strategies, social media training, and even help promote your business by putting you on a locator page which get's 10,000+ searches per month, so there's a vast market for you to tap into.

Objection 4: "I don't want to invest in more equipment."

Response: The Ultimate Advanced Business Programme includes full complimentary dental-grade equipment, you'll receive everything you need to get started right away, from the teeth whitening lamp to high- quality gels and even marketing materials.

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Objection 5: "I'm not sure if this is the right time to invest."

Response: Timing is crucial, and it's wise to consider when to invest in your business. Right now, the market for teeth whitening is booming, with thousands of potential clients searching for these services every month. The Ultimate Advanced Business Programme provides you with everything needed to capitalise on this demand. Harley Street Smiles also promotes you on their website and social platforms, so anyone looking for teeth whitening in your area will come to you from them. Plus, their lifetime business support ensures that you won't be on your own.

Objection 6: "I'm concerned about the quality of the training."

Response: Quality is exactly one of the reasons we've partnered with Harley Street Smiles. Their courses are CPD + HSS accredited, meaning they meet rigorous standards set by the industry. You'll be learning from experienced professionals who are dedicated to your success. Additionally, they provide extensive practical training and post-session skills to ensure you feel confident in delivering the service to your clients. They also offer ongoing support, so even after your training, you'll have access to their team for guidance and assistance.

These responses aim to directly address common concerns while highlighting the unique benefits and support offered by our training programs, ultimately steering the conversation toward securing the sale.