

OBJECTIONS AND RESPONSES

"I thought teeth whitening was illegal for non-dentists?"

"That's a common misunderstanding, there is a clear difference between clinical dental teeth whitening and cosmetic.

Clinical dental whitening involves diagnosis, dental treatment and prescription-strength products, while cosmetic uses approved cosmetic products and a non-dental process.

As long as you complete the ultimate advanced teeth whitening programme, follow the cosmetic protocol and stay within your trained scope, you can offer the service confidently."

"How much is the programme?"

"The complete programme is £1,495, with flexible payment options available. It includes far more than training alone—you receive your equipment, starter kit, qualification, personalised launch strategy, Business Growth App and ongoing support."

"That's too expensive."

"I completely understand. There are cheaper courses available, but this is a full business implementation programme rather than a certificate-only course. It's designed to give you everything needed to launch properly and build repeat bookings, rather than leaving you to work everything out alone."

"I've seen cheaper courses online."

"You may find cheaper training. The difference is that most courses teach the treatment and then leave you to build the business yourself. This includes the equipment, starter kit, launch plan, pricing strategy, marketing systems, branded app and ongoing business support."but most importantly there GDC compliant and give you a proven recurring revenue system

"Can I pay monthly?"

"Yes, flexible payment options are available. Your dedicated Business Growth Specialist can explain the options and help you find the most suitable way to get started."

"I can't afford it right now."

"That's understandable. You may not need to pay the full amount upfront because payment options are available. It's worth speaking with the Business Growth Specialist before ruling it out, so you can see what would be manageable for you."

"Can I just buy the training without everything else?"

"The programme is designed as a complete implementation system, so the training, equipment, business tools and support work together. Harley Street Smiles doesn't want students completing a course and then being left without the systems needed to launch."

"Can you just send me some information?"

"Of course, I can send you an overview. I'll also introduce you to our dedicated Business Growth Specialist, because they can answer your questions properly and explain exactly what's included based on your goals."

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“I need to think about it.”

“Of course. Is it mainly the investment, the timing or whether teeth whitening would be right for you? That way I can make sure you receive the information you actually need before deciding.”

“I need to speak to my partner.”

“That’s absolutely fine. They can join the call with the Business Growth Specialist too, so you both hear the same information and can ask any questions together.”

“I’m not ready yet.”

“That’s okay. You don’t have to enrol immediately. The first step is simply understanding how the programme works, what’s included and whether it fits your plans.”

“I’m just looking around at the moment.”

“That’s completely fine. It’s still worth comparing the full support and business systems included, because not every teeth whitening programme offers the same level of implementation.”

“I don’t have any experience.”

“That isn’t a problem. The programme takes you through the theory, practical skills, client process and business setup step by step. It’s suitable for beginners as well as people already working in beauty or aesthetics.”

“I’ve never worked in beauty before.”

“You don’t have to already work in the beauty industry. The programme includes the treatment knowledge, business foundations and support needed to help you build from the beginning.”

“I’m not confident enough.”

“That’s exactly why the programme includes practical implementation and ongoing support. You’re not expected to learn everything alone and immediately feel ready—you’re guided through each stage until you’re confident to launch.”

“What if I’m not good at the treatment?”

“You’ll receive training and practical guidance before you begin taking bookings. The aim is to make sure you understand the process and feel confident rather than rushing you through a short course.”

“What if I fail the course?”

“The programme is designed to support you through the learning rather than catch you out. You’ll have access to guidance and support to help you understand and complete each stage correctly.”

“Is it difficult?”

“It’s structured step by step, so you won’t receive everything at once and be expected to figure it out. You’ll learn the treatment, then put the pricing, launch and client systems into place with support.”

“How long does it take?”

“That depends on how quickly you complete the learning and practical requirements. It’s flexible, but the goal is to help you progress efficiently while making sure you’re properly prepared to launch.”

“I work full time.”

“That’s fine. The theory can be completed flexibly around your existing commitments, and the remaining stages are planned with you. Many people begin while still working or running another business.”

“I’m too busy at the moment.”

“I understand. The programme is flexible, and you can discuss your current schedule with the Business Growth Specialist. It may be easier to begin putting the foundations in place now rather than waiting for a completely quiet period that may never come.”

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“I already offer lots of treatments.”

“That can actually be a benefit because you already have clients who may be interested. The programme is designed to help you add a new revenue stream and encourage repeat bookings without rebuilding your entire business.”

“My salon is already fully booked.”

“That’s one of the reasons many business owners add teeth whitening. It gives them another revenue opportunity and can also help them increase the value of their existing client base.”

“I don’t own a salon or clinic.”

“That doesn’t automatically stop you from starting. The Business Growth Specialist can discuss your circumstances, intended setup and the most suitable route for you.”

“Can I do it from home?”

“That depends on your setup and the practical requirements. Your Business Growth Specialist can discuss the options based on where you plan to work.”

“Can I offer it as a mobile service?”

“The programme can support different business models, but the exact setup must meet the relevant hygiene, insurance and operational requirements. The team will explain what applies to you.”

“Will I get clients?”

“You’ll receive a personalised launch plan, ready-made marketing support, a Locator Page listing and your own Business Growth App to help attract and retain clients. Bookings can’t be guaranteed, but you’ll receive the systems and guidance needed to actively build them.”

“What if nobody books?”

“You won’t simply be handed a certificate and left alone. The programme includes support with your pricing, launch, marketing, reviews, referrals and repeat-booking strategy so that you know what actions to take.”

“Is there demand in my area?”

“Harley Street Smiles has a Local Demand Checker that can show the recent teeth whitening search demand around your postcode. Your Business Growth Specialist can check your area and talk you through the results.”

“There are already too many people offering teeth whitening near me.”

“Competition usually confirms that people are buying the service. The key is having the right offer, positioning, pricing, client experience and retention systems so you aren’t competing on price alone.”

“My area is very small.”

“You don’t necessarily need a huge area. What matters is the local demand, your pricing and how effectively you attract and retain clients. The Local Demand Checker can provide a clearer picture.”

“I’m not good at social media.”

“You don’t need to be a social media expert. The programme includes ready-made promotional content and guidance on how to market the service, so you have something practical to work from.”

“I don’t have many followers.”

“You don’t need thousands of followers to build a local client base. The focus is on reaching the right people in your area and using a structured launch plan, referrals, reviews and repeat-booking systems.”

“I don’t like being on camera.”

“You don’t have to build the entire business around speaking on camera. There are different ways to promote the service using client results, educational posts, graphics, local outreach and referrals.”

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“I’m not good at selling.”

“The programme is designed around a clear client journey rather than pressuring people. You’ll receive guidance on pricing, consultations, offers, follow-ups and repeat bookings so the process feels natural.”

“I don’t know what to charge.”

“That’s included. You’ll receive a personalised pricing strategy based on your business, location and goals rather than simply copying somebody else’s prices.”

“What equipment do I get?”

“You receive the professional equipment and starter kit needed as part of the programme. The Business Growth Specialist can give you the complete breakdown of everything included.”

“Will I need to buy lots of stock?”

“You’ll receive a starter kit to help you launch, and the team will explain the replenishment process clearly. You won’t be expected to guess what to order or hold unnecessary amounts of stock.”

“Are there ongoing costs?”

“There will naturally be normal business costs such as replenishing products as you take more clients. The Business Growth Specialist will explain the running costs and how they relate to your pricing and profit.”

“Do I have to pay a monthly fee?”

“The programme itself does not rely on you joining and then being left with unexplained fees. Any payment terms, product costs or optional services will be explained clearly before you enrol.”

“What is the Business Growth App?”

“It’s your own branded app designed to support client retention and recurring revenue. It can help with reminders, top-ups, rewards, referrals and communicating with your clients so they don’t forget to rebook.”

“Do I really need an app?”

“The app helps turn a one-off treatment into an ongoing client relationship. It supports reminders, repeat bookings, reviews, referrals and future promotions, which are all important if you want recurring revenue rather than constantly finding new clients.”

“Will the app have my branding?”

“Yes. You’ll receive your own branded Business Growth App so the client experience feels connected to your business rather than a generic third-party platform.”

“What is the Locator Page?”

“The MATCH WHITE Locator Page helps potential clients find participating businesses in their area. Once you complete the required onboarding stages, your business can be listed as part of the network.”

“Will being listed guarantee clients?”

“No platform can guarantee a specific number of enquiries. The listing gives your business another way to be discovered and works alongside your own launch and marketing strategy.”

“Will I receive ongoing support?”

“Yes. This isn’t a programme where the support ends as soon as the training is complete. You’ll receive implementation support, business guidance and ongoing access to the tools and resources provided.”

“What happens after I qualify?”

“You’ll move into the launch and growth stages, where the focus is on implementing your pricing, generating bookings, using the Business Growth App, improving retention and building recurring revenue.”

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“Will someone help me launch?”

“Yes. You’ll receive a personalised launch plan and support with putting the key systems in place before you begin promoting and taking bookings.”

“What if I get stuck?”

“You’ll have support available throughout the programme and beyond. The aim is to help you solve problems and keep moving rather than leaving you to search for answers alone.”

“I’ve trained before and never used the qualification.”

“That’s very common with certificate-only courses. This programme is structured differently because it includes the launch plan, business systems, client-retention tools and ongoing implementation support to help you actually use what you learn.”

“I already trained with another company.”

“That may give you a useful starting point. Harley Street Smiles can explain whether the full implementation programme would still benefit you through its equipment, business systems, app, launch plan and ongoing growth support.”

“I already offer teeth whitening.”

“The programme may still help if you want to improve your pricing, client retention, repeat bookings, referrals and recurring revenue. It’s not only for complete beginners.”

“I don’t want another course.”

“That makes sense, especially if you’ve completed courses before and been left with only a certificate. This is positioned as a full implementation programme designed to help you build the service into a functioning revenue stream.”

“Can I make £8,000–£10,000 per month?”

“That is a possible business goal rather than a guaranteed result. Your results will depend on your pricing, demand, consistency, bookings and how well you implement the systems provided.”

“How quickly will I make my money back?”

“That will depend on how quickly you launch, your treatment pricing and the number of clients you book. The Business Growth Specialist can show you the earning model based on realistic figures, but no specific timeframe can be guaranteed.”

“Is the income guaranteed?”

“No. The programme gives you the training, tools, systems and support, but your income will depend on the work you put in and how your business performs.”

“What if it doesn’t work for me?”

“The programme is designed to reduce guesswork by giving you a clear strategy, support and systems to follow. However, every business is different, so results still depend on implementation and local demand.”

“Why should I choose Harley Street Smiles?”

“Because the programme goes beyond teaching the treatment. It combines the qualification, equipment, products, business setup, launch strategy, client-retention systems, branded app and ongoing support in one complete programme.”

“Can I start today?”

“The first step is speaking with our dedicated Business Growth Specialist. They’ll explain the programme, confirm your suitability, discuss the payment options and help you complete your enrolment.”

“What happens next?”

“I’ll pass your details to our academy’s dedicated Business Growth Specialist. They’ll contact you, answer any remaining questions, explain the full programme and help you with the next steps if you decide it’s right for you.”