

SELLING TIPS & PHRASES

Your Role as an Academy Partner

Your role is not to deliver a full sales presentation or explain every detail of the programme.

Your role is to:

- * Introduce the opportunity
- * Focus on the student's desired outcome
- * Build enough interest for them to want more information
- * Answer simple initial questions confidently
- * Pass the interested student to your dedicated Business Growth Specialist

Keep the conversation natural, positive and focused on how the programme could benefit the student.

SELL THE OUTCOME, NOT JUST THE FEATURES

Students are more interested in what the programme could help them achieve than in receiving a long list of what is included.

Instead of saying:

"You receive training, equipment, an app and marketing materials."

Say:

"You receive everything needed to confidently launch teeth whitening and begin building a new revenue stream, without being left to work it all out alone."

Instead of saying:

"You receive a Business Growth App."

Say:

"You receive your own branded app to help bring clients back for top-ups, generate referrals and promote your other services."

Instead of saying:

"You receive ongoing support."

Say:

"You won't be left with a certificate and no idea what to do next. The team supports you through your launch and as you continue growing."

SELLING TIPS & PHRASES

ASK QUESTIONS BEFORE EXPLAINING THE PROGRAMME

A few simple questions will help you understand what matters most to the student.

Use questions such as:

- “Have you ever considered adding teeth whitening?”
- “Are you currently working in beauty or aesthetics?”
- “Are you looking to add another service or start something completely new?”
- “What would you ideally like an additional service to generate each month?”
- “Do you already have clients you could offer teeth whitening to?”
- “What has stopped you from offering it before?”
- “Have you completed any teeth whitening training previously?”
- “Are you looking for training alone, or would you prefer help launching the whole business?”
- “Would flexible payment options make it easier for you to get started?”
- “How soon would you ideally like to launch?”

Do not make the conversation feel like an interview. Choose the questions that naturally fit.

OPENING PHRASES

General Introduction

“We’ve partnered with Harley Street Smiles to give our students access to a complete teeth whitening business programme.”

Outcome-Led Introduction

“We can now help our students add teeth whitening as a new revenue stream, with the training, equipment, launch strategy and ongoing support all included.”

For Existing Beauty Professionals

“Because you already have clients, teeth whitening could be a strong additional service for your business. The programme gives you everything needed to introduce it properly.”

For Complete Beginners

“You don’t need previous beauty experience. Harley Street Smiles takes you through the learning, practical implementation and complete business setup step by step.”

For Students Looking to Increase Their Income

“This could give you an additional service to generate income from, alongside the treatments or work you already do.”

For Students Who Feel Stuck

“A lot of people complete training and then never actually launch. This programme is different because the team helps you implement the business, not just learn the skill.”

SELLING TIPS & PHRASES

STRONG POSITIONING PHRASES

Use phrases like:

- “It’s a complete business implementation, not just a short training course.”
- “You receive everything needed to confidently launch.”
- “The team helps you put the service into your business step by step.”
- “You won’t be left with only a certificate.”
- “It’s designed to help you attract clients and generate repeat bookings.”
- “You receive your own branded Business Growth App.”
- “The app helps make sure clients don’t forget their top-ups.”
- “You receive a personalised pricing and launch strategy.”
- “You’ll have ongoing support after completing the practical.”
- “The programme is suitable for beginners and experienced professionals.”
- “Flexible payment options are available.”
- “Your equipment and starter kit are included.”
- “The programme helps you build a complete client journey, not just offer a one-off appointment.”
- “The aim is to help you create repeat and recurring revenue.”
- “You are supported through the launch, build and growth stages.”

CURIOSITY-BUILDING PHRASES

These phrases create interest without overwhelming the student with information:

- “The app is probably one of the most valuable parts of the programme.”
- “Most people are surprised by how much local demand there is for teeth whitening.”
- “What makes this different is what happens after the first appointment.”
- “The team has built the systems around getting clients to return.”
- “It’s much more than learning how to perform the service.”
- “There are several ways to generate revenue from the same client.”
- “They help you plan the launch before you begin promoting.”
- “You’ll see why it’s described as 20% skill and 80% systems and processes.”
- “The programme has been designed around building the business, not simply gaining a qualification.”
- “Your Business Growth Specialist can show you how the full model works.”

PHRASES TO CREATE VALUE

When Discussing the Equipment

“The professional equipment and starter kit are already included, so you don’t have to complete the programme and then work out what you still need to purchase.”

When Discussing the App

“You’ll receive your own branded Business Growth App, which helps you communicate with clients, encourage top-ups, promote offers and generate referrals.”

When Discussing Marketing

“You’ll receive ready-made marketing resources and a personalised launch plan, so you won’t be starting with a blank page.”

SELLING TIPS & PHRASES

MORE PHRASES TO CREATE VALUE

When Discussing Support

“The support continues after the training because that’s when most students need the most help—when they begin launching and taking bookings.”

When Discussing Repeat Revenue

“The programme shows you how to generate more than one sale from each client through aftercare, top-ups, referrals and memberships.”

When Discussing the Locator Page

“You can also be featured on the MATCH WHITE™ Locator Page, giving potential clients another way to find your business.”

When Discussing the Qualification

“You’ll receive CPD accreditation and an HSS qualification once the required stages are completed.”

HOW TO DISCUSS THE PRICE

Do not apologise for the investment or immediately assume the student cannot afford it.

Say:

“The complete programme is £1,495, and that includes the training, equipment, starter kit, qualification, launch strategy, branded app and ongoing support.”

Then pause and allow them to respond.

You can also say:

“There are flexible payment options available, so you may not need to pay the full amount upfront.”

Or:

“It’s important to compare the complete package rather than comparing it with a certificate-only course.”

HOW TO RESPOND WHEN THEY SHOW INTEREST

Use phrases such as:

- “It sounds like this could fit what you’re looking for.”
- “Based on what you’ve said, it would definitely be worth hearing how the programme works.”
- “I think the full implementation support would be especially valuable for you.”
- “The next step is for our dedicated Business Growth Specialist to explain everything properly.”
- “They can answer your questions, discuss the payment options and show you the complete programme.”
- “I can arrange for them to contact you.”
- “What’s the best telephone number for you?”
- “Would today or tomorrow be better for a call?”
- “What time are you usually free?”
- “Would you prefer a morning or afternoon call?”

Always aim to secure a clear time rather than saying someone will contact them at an unspecified point.

SELLING TIPS & PHRASES

HOW TO HAND OVER THE LEAD

Before passing the lead to the Business Growth Specialist, collect:

- * Full name
- * Telephone number
- * Email address
- * Current profession or business
- * Whether they already offer beauty or aesthetic services
- * Why they are interested in teeth whitening
- * What outcome they would like to achieve
- * Their preferred contact time
- * Any main questions or concerns

This information helps the Business Growth Specialist continue the conversation naturally.

USE CONFIDENT LANGUAGE

Say:

- “You will receive...”
- “The programme includes...”
- “The team will support you with...”
- “Your Business Growth Specialist will explain...”
- “Flexible payment options are available.”
- “The equipment is included.”
- “You will have ongoing support.”
- “The programme is designed to help you launch.”

Avoid uncertain language such as:

- “I think...”
- “I’m not really sure...”
- “It might include...”
- “You could possibly receive...”
- “I believe they help with that...”
- “You’ll have to ask someone else.”
- “I don’t know much about it.”

When you are unsure of a detailed answer, say:

“That’s a good question. I don’t want to give you the wrong detail, so I’ll make a note for your Business Growth Specialist to cover that properly during your call.”

KEEP ANSWERS SHORT

Do not give students too much information at once.

A good answer should:

1. Acknowledge the question
2. Give the main answer
3. Explain the benefit
4. Move towards the Business Growth Specialist call

Example:

“What’s included?”

“You receive the training, professional equipment, starter kit, qualification, personalised launch plan, your own branded app and ongoing support. It’s a complete business implementation rather than a training-only course. I can arrange for our Business Growth Specialist to take you through everything included.”

SELLING TIPS & PHRASES

DO NOT OVERSELL

Never:

- * Guarantee that the student will earn a specific amount
- * Guarantee they will become fully booked
- * Promise a specific number of clients
- * Pressure someone who is clearly not interested
- * Give incorrect answers simply to avoid saying you are unsure
- * Describe the programme as easy money
- * Suggest that no effort is required
- * Make unrealistic income claims
- * Criticise other academies or training providers
- * Promise that every student will achieve the same result

Instead, say:

“The programme gives you the training, tools, systems and support, but your results will depend on how consistently you implement everything provided.”

CREATE URGENCY WITHOUT PRESSURE

Use genuine urgency such as:

- “The current payment options may be worth discussing while they’re available.”
- “It would be useful to understand the programme now, even if you’re planning to launch slightly later.”
- “The earlier you begin planning your launch, the sooner you can be ready to take bookings.”
- “Your Business Growth Specialist can explain the next available start options.”
- “There is no obligation from having the initial call.”
- “It’s better to get the full information before deciding whether it’s right for you.”
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Avoid false scarcity or claiming places are limited unless this has been confirmed.

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SIMPLE CONVERSATION FLOW

Use this structure when speaking to an interested student:

1. Introduce the Opportunity

"We've partnered with Harley Street Smiles to help our students add teeth whitening as a new revenue stream."

2. Ask About Them

"Is that something you've considered before?"

3. Understand Their Goal

"What would you ideally like an additional service to add to your income each month?"

4. Position the Programme

"This is more than a standard course. You receive the training, equipment, launch plan, branded app and ongoing business support."

5. Build Value

"The team helps you launch and put the systems in place to attract clients and encourage repeat bookings."

6. Arrange the Call

"I think it would be worth speaking with our dedicated Business Growth Specialist so they can show you how everything works. What's the best number and time for you?"

BEST ALL-PURPOSE PHRASE

When you need one simple explanation, use:

"The Ultimate Advanced Teeth Whitening Business Programme is a complete business implementation. It includes the training, equipment, qualification, launch strategy, branded Business Growth App and ongoing support needed to help you confidently introduce teeth whitening and build repeat revenue."