

Overview

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

BRB Aesthetics — Growth Plan

DermAesthetics Consulting Group · 6-Month Mentorship

Anchored to current \$65,195/mo baseline. The 90-day scale program is built to deliver +70%, ramping to ~\$140k/mo by Month 6 (Day 180) on the path to \$700/hr per room.

<p>CURRENT MONTHLY</p> <p>\$65,195</p> <p>May '26 baseline</p>	<p>90-DAY TARGET</p> <p>\$110,000</p> <p>+70% — scale program</p>	<p>6-MONTH TARGET</p> <p>\$140,000</p> <p>~2.15x baseline</p>	<p>12-MONTH TARGET</p> <p>\$170,000</p> <p>Path to \$700/hr</p>
---	--	--	--

Engagement Summary

This plan delivers a 90-day intensive scale program (Months 1–3) followed by ongoing mentorship through Day 120, ending with a full leadership handoff at Month 6. The engagement combines on-site SWOT discovery, full team retraining on the Convert More Consults System, funnel and marketing rebuild, owner delegation, and management/sales leadership development.

- Goal: \$700/hr/room across 2 treatment rooms (north-star capacity)
- Capacity: 7 days x 8 hrs x 2 rooms = 112 billable hours / week
- Scale program lift: +70% by Day 90; ~\$140k/mo by Month 6
- Selling model: shift from à-la-carte to multi-session treatment plans
- 62 low-conversion leads reactivated via C.O.N.V.E.R.T framework

Goal Plan

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Goal Plan

Scale-program anchor targets and 12-month revenue ramp.

BASELINE \$65,195/mo <small>Current (May '26)</small>	90-DAY \$110,000/mo <small>+70%</small>	6-MONTH \$140,000/mo <small>~2.15x baseline</small>	12-MONTH \$170,000/mo <small>~\$700/hr trajectory</small>
---	---	---	---

12-Month Revenue & Utilization Ramp

Month	Monthly Rev	Rev/Hr	Utilization	Annualized
M1	\$78,000	\$268	60%	\$936,000
M2	\$94,000	\$298	65%	\$1,128,000
M3	\$110,000	\$324	70%	\$1,320,000
M4	\$130,000	\$362	74%	\$1,560,000
M5	\$137,000	\$367	77%	\$1,644,000
M6	\$140,000	\$361	80%	\$1,680,000
M7	\$145,000	\$369	81%	\$1,740,000
M8	\$150,000	\$377	82%	\$1,800,000
M9	\$155,000	\$385	83%	\$1,860,000
M10	\$160,000	\$392	84%	\$1,920,000
M11	\$165,000	\$400	85%	\$1,980,000
M12	\$170,000	\$407	86%	\$2,040,000

North-Star Capacity (at \$700/hr · 2 rooms · 7 days × 8 hrs)

- Billable hours/week: 112 · Weekly revenue: \$78,400
- Monthly revenue capacity: \$339,733
- Annual revenue capacity: \$4,076,800

KPI Scorecard

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

KPI Scorecard

Reviewed weekly with owners and management. Cadence-driven accountability.

KPI	Current	90-Day	6-Month	12-Month	Owner	Cadence
Monthly revenue	\$65,195	\$110,000 (+70%)	\$140,000 (~2.15x)	\$170,000 (~2.6x)	Owners / PM	Weekly
Revenue per hour	\$153	\$255	\$320	\$475 → \$700 N*	Owners / PM	Weekly
Provider utilization	55%	70%	80%	86%	PM	Weekly
Avg visits / client / yr	1.27	1.9	2.6	4.0	Providers	Monthly
Customer LTV	\$456	\$900	\$1,500	\$2,500	Owners	Monthly
Retention %	38%	48%	58%	70%	Front Desk	Monthly
Treatment-plan close	n/a	45%	60%	75%	Providers	Weekly
Treatment-plan attach	n/a	35%	55%	80%	Providers	Weekly
Membership penetration	Low	12%	22%	35%	Front Desk	Monthly
Package % of revenue	~8%	18%	25%	35%	Providers	Monthly
Cost per Acquisition	\$303	\$225	\$175	\$125	Marketing	Monthly
Lead conversion %	52%	60%	65%	75%	Front Desk	Weekly
Consult → close %	85%	88%	90%	92%	Providers	Weekly
62-lead reactivation	62 open	16 booked	35% booked	Continuous	FD / Mktg	Weekly

Trailing 12-Month Performance Baseline

Month	Rev/Hr	Revenue	Utilization
May '25	\$100.62	\$36,124	36.5%
Jun '25	\$170.26	\$61,123	41.0%
Jul '25	\$136.19	\$42,833	57.5%
Aug '25	\$112.10	\$36,153	55.8%
Sep '25	\$203.99	\$66,807	55.0%
Oct '25	\$207.14	\$78,402	49.4%
Nov '25	\$76.63	\$27,971	45.5%
Dec '25	\$249.31	\$71,428	52.4%
Jan '26	\$117.80	\$39,700	41.0%
Feb '26	\$135.57	\$39,925	39.0%
Mar '26	\$199.94	\$72,378	47.0%
Apr '26	\$187.88	\$71,394	51.8%
May '26	\$153.04	\$65,195	54.9%

Treatment Plans

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Master Treatment Plans

Shift from à-la-carte selling to multi-session, multi-modality treatment plans.

Plan	Sessions	Duration	Visits	Price
Full Glow Up	4 areas tox + 3 syringes filler	Single visit + follow-up	2	\$3,220
Foundation Anti-Aging	Quarterly Botox + 3 facials + 1 BBL + membership	6 months	8	\$3,800
Signature Skin Quality	3 MOXI + 3 microneedling w/ Derma PRP + homecare	6 months	7	\$5,400
Elite Lift & Tighten	Ultherapy PRIME + 2 BBL HEROic + filler refresh + retail	9 months	6	\$8,200
PRP Hair Restoration	4 PRP scalp + topical regimen + 6-mo follow-up	6 months	5	\$2,400
Regenerative Refresh (Derma PRP)	3 Derma PRP + 2 facials + homecare	4 months	5	\$2,200

Convert More Consults — System Training

Replaces the per-treatment selling habit. Every consult follows the C.O.N.V.E.R.T framework, captured on the Convert More Consults Patient Sheet.

1. Warm Intake — pre-consult contact, expectations set, intake form, photos.

Then the C.O.N.V.E.R.T System:

- C — Cultivate Trust: rapport, credentials, environment, mirror their language
- O — Obtain the Why: surface the real goal behind the request
- N — Navigate Expectations: outcomes, timing, sessions, downtime, realistic results
- V — Verify Barriers: budget, time, fear, prior experience — name them out loud
- E — Engineer the Solutions: build the treatment plan (not a single service)
- R — Reveal the Treatment Plan: present, review and discuss
- T — Close: deposit, schedule next 2 visits, membership wrap, financing offered

Supporting Systems to Build

- Convert More Consults Patient Sheet (used in every consult)
- Provider C.O.N.V.E.R.T certification
- Treatment-plan presentation tool (printed + digital)
- Deposit / financing policy (Cherry / CareCredit)
- Membership wrap on every plan
- Recorded-call review cadence (weekly)

6-Month Mentorship

[Overview](#)[Goal Plan](#)[KPI Scorecard](#)[Treatment Plans](#)[6-Month Mentorship](#)[DAC Services](#)[Implementation](#)

6-Month Mentorship Program

90-day intensive scale program (Months 1–3), ongoing mentorship through Day 120, full handoff by Month 6.

Month 1 — Discovery, SWOT & Stabilize

90-Day Scale Program · Month 1 of 3

Focus: Preliminary SWOT of every area of the business + one-day on-site visit to evaluate performance, team duties, workflows, and patient journey. Lock the numbers, see the truth, fix the leaks.

Deliverables

- Preliminary SWOT across every business area (clinical, sales, marketing, ops, finance, team, patient experience)
- One-day on-site visit: performance, team duties, workflow mapping, patient-journey walkthrough
- Full ops & financial audit (P&L, deferred revenue, COGS, utilization)
- KPI baseline locked into live scorecard
- Pricing & menu audit (identify discounting and à-la-carte leaks)
- Consult-call shadowing and recording review
- Quick-win action list (top 5 fixes implementable in 30 days)
- Audit the 62 low-conversion / dormant prospects — segment by interest

Cadence: Intensive — weekly 60-min leadership call + one-day on-site visit + async support

Checkpoints

- SWOT delivered & signed
- Baseline KPI report locked
- Top-5 quick-win SOPs drafted

6-Month Mentorship

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Month 2 — Retraining & Convert More Consults System

90-Day Scale Program · Month 2 of 3

Focus: Full team retraining on Convert More Consults, workflows, phone skills, patient qualification, and overcoming objections.

Deliverables

- Convert More Consults rollout: C.O.N.V.E.R.T + Patient Sheet + provider certification
- Workflow redesign: intake → warm-up → consult → plan present → close → deposit → rebook
- Phone-skills bootcamp (inbound, DM, follow-up) with mystery-shop scoring
- Patient qualification framework + objection-handling playbook
- 5 master treatment-plan templates (Full Glow Up \$3,220, Foundation, Signature, Elite)
- Deposit & financing policy + membership wrap on every plan
- Staff retraining, roleplay, and certification

Cadence: Intensive — weekly call + weekly training/roleplay + on-site or Zoom workshop

Checkpoints

- Treatment-plan close $\geq 40\%$
- First \$5K+ plan sold

Month 3 — Sales, Marketing & Funnel Excellence

90-Day Scale Program · Month 3 of 3

Focus: Close out the 90-day intensive. Tighten the funnel end-to-end and lock accountability across every lead, consult, and rebook.

Deliverables

- Inbound phone & DM script library
- Lead-to-consult SLA (<2 hr response, booked within 7 days)
- No-show / late / cancellation SOP with credit-card-on-file
- Rebooking standard: every patient leaves with next 2 appointments
- Retail attach SOP (target: 25% of services)
- Live KPI scorecard rolled out to entire team
- Reactivation campaign + Derma PRP launch + content engine
- Targeted reactivation of 62-lead pool (target 25% booked in 30 days)
- Monthly marketing scorecard (CPA, ROAS, lead source)

Cadence: Intensive — weekly call + biweekly front-desk huddle + monthly marketing review

Checkpoints

- Lead conv $\geq 60\%$
- Rebook rate $\geq 80\%$
- 90-day scale program graduation

6-Month Mentorship

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Month 4 — Owner Delegation & Management Training

Ongoing Mentorship begins

Focus: Transition from intensive scale to ongoing mentorship. Owners step back, management steps up.

Deliverables

- Owner delegation matrix + decision-rights map (owners → 20% time)
- Quarterly Business Review (QBR) cadence and template launched
- Continuity plan: SOPs, escalation paths, coverage model
- Management training: lead injector / front-desk lead / emerging PM
- Weekly management huddle + monthly scorecard review

Cadence: Ongoing mentorship — weekly owners call + weekly management coaching

Checkpoints

- Owners off the floor 1+ day/week
- First QBR delivered
- Continuity plan signed

Month 5 — Leadership Development & Sales Reinforcement

Path to handoff

Focus: Deepen management capability, reinforce Convert More Consults discipline, and prepare for handoff.

Deliverables

- Org chart + role scorecards (PM, lead injector, front desk, MA)
- PM JD, comp model, bonus structure, hiring rubric
- Ongoing sales training: C.O.N.V.E.R.T refreshers, recorded-call review, objection drills
- Direct DAC ↔ management coaching call (weekly)
- Owner leadership coaching: delegation, meeting cadence, decision rights

Cadence: Weekly owners + weekly management + biweekly sales drill

Checkpoints

- Management running daily ops
- Treatment-plan close ≥ 50%

6-Month Mentorship

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Month 6 — Leadership Handoff + Continued Coaching

Through Day 120

Focus: Full leadership handoff. Clinic runs operationally without ownership day-to-day. Continued coaching and sales training extend through Day 120 on the path to ~\$140k/mo.

Deliverables

- Full leadership handoff: management owns ops, KPIs, hiring, patient experience
- Live KPI dashboard handed to management; owners review monthly
- Continued sales training through Day 120 (C.O.N.V.E.R.T tune-ups, roleplay)
- Year-2 strategic roadmap + financial model on path to \$170k/mo
- Expansion readiness assessment (2nd location / additional rooms)
- Continuity advisory plan (monthly retainer option)

Cadence: Biweekly owners + weekly management/sales coaching + final 2-day on-site retreat

Checkpoints

- Clinic operating without owner day-to-day
- Rev/hr \geq \$400 trending to \$700
- Run-rate on path to ~\$140k/mo
- Ongoing coaching retainer in place

DAC Services

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

DAC Services Provided

Scope of services DermAesthetics Consulting Group will deliver through the engagement.

Service Area	Scope
Consultation & Sales Process	Consult choreography, scripts, treatment-plan presentation, close & deposit standards.
Front Desk Systems & Accountability	Phone scripts, SLAs, rebooking, no-show policy, daily KPI standups.
KPI Development & Monitoring	Live scorecard, weekly/monthly review cadence, accountability framework.
Pricing & Menu Optimization	Eliminate à-la-carte leakage, tiered plans, premium positioning of Ulthera/PRP/MOXI.
Membership Strategy	Tier design, retention math, integration with treatment plans, upgrade paths.
Marketing & Promotions Advisory	Reactivation, content engine, PRP launch, referral, monthly marketing review.
Financial Review & Profitability	Monthly P&L; review, COGS targets, OPEX control, accrual vs cash visibility.
Organizational Structure & Comp	Org chart, role scorecards, provider/PM/front-desk comp models with bonuses.
Hiring Playbook	JDs, interview rubrics, working interviews, 90-day onboarding.
Practice Manager Development * PRIORITY	Recruit, onboard, and mentor the PM as an extension of DAC standards.
Leadership Development (Owners)	Delegation, decision rights, meeting cadence — supporting 20% owner reality.
Operational Efficiency / SOPs	SOP library, EMR templates, room turnover, supply control.
Expansion Readiness	Year-2 financial model, location/room expansion criteria, exit-optionality.

Implementation Timeline

[Overview](#)[Goal Plan](#)[KPI Scorecard](#)[Treatment Plans](#)[6-Month Mentorship](#)[DAC Services](#)[Implementation](#)

Implementation Timeline

5 phases across 6 months. Intensive scale program first 90 days; ongoing mentorship through Day 120; full handoff by Month 6.

Phase 1 — Discovery, SWOT & Stabilize

Month 1 · 90-Day Scale Program

- Engagement kickoff + data access (EMR, accounting, payroll)
- Preliminary SWOT across every area of the business
- One-day on-site visit: performance, team duties, workflows, patient journey
- Baseline KPI lock + financial / ops audit
- Pricing & menu audit; top-5 quick-win SOPs

Phase 2 — Retraining & Convert More Consults

Month 2 · 90-Day Scale Program

- Convert More Consults rollout (C.O.N.V.E.R.T + Patient Sheet + certification)
- Full team retraining on new workflows
- Phone-skills bootcamp (inbound, DM, follow-up)
- Patient qualification + objection-handling playbook
- Treatment-plan library live (Full Glow Up, Foundation, Signature, Elite)
- Deposit / financing policy + membership wrap live

Phase 3 — Sales, Marketing & Funnel Excellence

Month 3 · 90-Day Scale Program

- Front-desk SOPs, rebooking standard, no-show policy
- Live KPI scorecard rolled out to entire team
- Reactivation campaign + Derma PRP launch + content engine
- 62-lead Low-Conversion Prospect reactivation campaign
- Monthly marketing scorecard (CPA, ROAS, lead source)
- 90-day scale program graduation review

Implementation Timeline

Overview

Goal Plan

KPI Scorecard

Treatment Plans

6-Month Mentorship

DAC Services

Implementation

Phase 4 — Owner Delegation, QBR & Management Training

Month 4 · Ongoing Mentorship begins

- Owner delegation matrix + decision-rights map
- QBR cadence and template launched
- Continuity plan documented
- Management training: lead injector / front-desk lead / emerging PM
- Weekly management huddle + monthly scorecard review

Phase 5 — Leadership Handoff, Continued Coaching & Sales Training

Months 5–6 · through Day 120

- Full leadership handoff — clinic running operationally without ownership
- Continued sales training & C.O.N.V.E.R.T reinforcement through Day 120
- Year-2 roadmap on path to ~\$140k/mo and beyond to ~\$170k/mo
- Expansion readiness assessment
- Continuity advisory retainer in place

Success Definition (End of Month 6 / Day 180)

- Clinic operating without owner day-to-day involvement
- Monthly revenue ≈ \$140,000 (~2.15x baseline)
- Revenue/hour trending to \$700 (currently \$153)
- Provider utilization ≥ 80% across both rooms
- Continued coaching & sales training retainer in place post-Day 120
- Year-2 plan on path to ~\$170k/mo run-rate