





*KT Solutions was created out of a passion for business and the hopes to cultivate success for medical professionals and new business owners.*

*We aim to help those wanting to grow their business by providing training, strategy, assistance, and honesty to global businesses in an efficient and accessible way.*



*Yasmin Khan, Director & Head Strategist*

Founder of *KT Training / KT SOLUTIONS*

Author “*Simple Steps to Building Successful Cosmetic Practices*”

International Sales Director of *Inamed*  
(division of *Allergan*)



*Keisha Paul, Trainer & Chief Consultant*

Developed Entrepreneurial Training Program  
in St Kitts, West Indies

Involved in Development of Number of SME's and  
Not for Profit Organizations

Commerce Degree - *IH Asper School of Business*



*Grace Thomas, Senior Graphic Designer*

Graduated from the Arts University Bournemouth  
with a Bachelor of Arts in Graphic Design

Worked as Head Designer for one of the UK's leading  
Branding Design agencies based in Kensington, London



*Swindon Design & Development Ltd*

Over 10 years experience in building custom web  
solutions for a number of small to medium businesses,  
providing a bespoke solution allowing for better work rate  
efficiency and productivity.

Skills include database development, e-commerce and CMS  
content management solutions using html ,css, php, javascript  
and the addition of smarty templates for a complete,  
professionally built solution.

# Satellite CEO Services

*Limited time offer - £199/month*

This service is ideal for those who know that they could benefit from a helping hand in fulfilling their goals and targets. With a simple retainer you can benefit from a business strategist without having them on the payroll. This service provides leadership and management coaching to the principal or practice manager. The details of the service are listed below.

## What do we provide to you?

- Take calls, questions, and provide advice on all areas of the business.
- Mid-month Skype meeting where procedures, profits, and targets are discussed.
- Ensures the financial action plan is being adhered to and carried out by management or ownership.
- On-going problem solving for firm without a business or management function

Please go to [www.k-tolutions.com](http://www.k-tolutions.com) for more information on this service

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*“The road to success is always under construction”*

Lily Tomlin

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# Clinic Start-up Services

## A) *Bespoke Management Consulting Services* *Entire Package £1,950*

This program will be for the new or established business owner who understands that structured growth is the best way to establish a business. The full package will give the business owner a clear understanding of their customer, how to service them, and how to meet their financial goals. If there are only some items of this package that seem appealing, we may be able to customize a package for your unique needs.

## B) *Business Management One Day Training* *Limited time offer £149.00*

The medical aesthetic industry is competitive with little or no differentiation. To succeed in such a tough industry, it is important to know how to structure the business from the onset. Poor strategy and tactics are similar to an incorrect map. You are not going to get to your intended destination and you would have wasted time and money. This course will teach practice managers and principals the methodology of developing a marketing centric business with a high profitability and loyal customers.

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*“All lasting business is built on friendship”*

Alfred A. Montapert

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# Customer Retention

## *A) Bespoke In House Customer Retention Staff Training Entire Package £1,950*

Effective customer retention is mandatory in non-surgical medicine where the market is competitive and undifferentiated. Excellent customer retention is a unique way of differentiating yourself and standing out. It takes at least half an hour to consult with new clients and approximately half hour to treat a non-surgical customer, resulting in £200-£250/hour profit for the most profitable procedure. The average hourly profitability generated by repeat customers is threefold. It makes sense to master customer retention so that consumers return to your practice. Medical Professionals are naïve where customer retention processes are concerned, given that it has never been a priority in their existing profession. Poor customer retention in non-surgical medicine will guarantee failure especially as the market grows and new competitors emerge. KT Solutions provide premier customer retention strategies to ensure market dominance and sustainability of the practice.

Your staff is your asset!

## *B) One Day Customer Retention Training Limited time offer £149.00*

Most business owners and especially medical business owners do not understand the importance and the financial implication of customer retention. A returning customer generates three times the profitability of a new customer. High customer loyalty is also considered the greatest asset of the company and will determine the value of the firm. If you are in business, you should pay close attention to what are good customer retention practices in your industry. This course will teach staff members, as well as, managers the value added services required to keep a customer happy and returning to the clinic.

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# Aesthetics Marketing

Marketing for a medical aesthetic clinic is a specialist business. Contrary to popular belief, SEO is not the dominant force to get noticed in this industry. The service is personal and very few customers will view a site and gain confidence in the wording to pick up the phone and call the clinic. Even if this occurs, clients may speak to an untrained receptionist who may lose the potential sale, or a poor consultation can also lose the sale defeating the effectiveness of SEO. A clinic has to engage in more robust marketing strategies and in this case one needs a specialist for the job.

## Exposure Marketing Services

Exposure marketing tactics need a professional with strong sales and networking background to execute the recommended activities discussed in our business course.

Most practices do not have skilled employees who can execute these recommendations with precision, and it is too costly for a small medical aesthetic clinic to employ a dedicated marketer. Should a clinic require an outside marketer to target high profile synergetic businesses to tap into their database and to discuss referral opportunities, KT Solutions can provide skilled marketers for a daily fee or for a percentage of the revenue earned from booked treatments. The latter only applies to specialists providing high ticket procedures.

This service is extremely valuable to Plastic Surgeons, Private Dentists, and large clinics that wish to increase revenue, but do not have the expertise to grow their business through networking and target marketing.

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*“I always loved aesthetics. Not particularly fashion, but an idea of beauty”*

Miuccia Prada

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# Design & Branding Strategy

## A) *Graphic Design*

It is this emotional connection that creates a brand – not purely products and a bite sized logo. The medical industry is a non-differentiated industry with every supplier selling identical services. Without a unique brand identity and image, your business will be noticed only on the basis of price.

Businesses that command premium pricing, have loyal customers, and have annual increase in market share are companies with a strong and powerful brand identity. Our design and brand identity division works closely with the consulting division to create a brand concept that will get noticed and visually represent the company's vision.

## B) *Web Design*

A relationship business such as medical aesthetics earns revenue when a customer calls or emails, books a consultation and commits to pay for a service. In a non-differentiated industry such as this, it takes great skill and creativity to stand out and convince customers to contact you. Your exposure marketing tactics is what will get you noticed and your website is a critical exposure marketing tool. These tools must be designed accurately to represent your vision and brand identity.

Our design teams are specialists in medical aesthetic web development. Our expertise in selecting: relevant and stylish images, key search words, and optimal designs get our clients noticed resulting in higher revenue opportunities.

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