

# CONSULTATION DIALOGUE GUIDE

Florence  
FOUNDATION

Great consultations are about more than simply recommending treatments. They are about creating genuine conversations that help patients feel comfortable, understood, educated, and supported throughout their aesthetic journey.

This guide was created to help providers build stronger consultation confidence through high-value consultation questions and a consultation flow template that demonstrates how to guide conversations in a natural, professional, and patient-centered way. The goal is not to memorize scripts, but to better understand how to communicate with patients, build trust, and create consultations that feel thoughtful and personalized.

Inside this guide, you will find examples of conversation flow, communication structure, and strategic questions designed to help uncover patient goals, concerns, motivations, and expectations in a more meaningful way.

While this resource focuses on foundational consultation communication, these concepts are explored in much greater depth inside the [Consultative Sales & Patient Journey Mastery](#) course, where providers learn advanced consultation strategies, patient psychology, treatment planning conversations, objection handling, retention strategies, and relationship-driven patient journeys designed to support both patient experience and practice growth.

High-performing providers focus on understanding:

- goals,
- motivations,
- lifestyle,
- expectations,
- and patient comfort levels.

---

## QUESTIONS THAT BUILD BETTER CONSULTATIONS

### Understanding Goals

- “What concerns brought you in today?”
- “What changes are you hoping to see?”
- “What bothers you most when you look at your skin?”

## Understanding Motivation

- “Is there a specific event or timeline you’re preparing for?”
- “What made you decide to explore treatment now?”

## Understanding Expectations

- “What would a successful outcome look like to you?”
- “Are you hoping for subtle maintenance or more significant correction?”

## Understanding Lifestyle & Compliance

- “What does your current skincare routine look like?”
  - “How much downtime are you comfortable with?”
  - “How consistent do you feel you could realistically be with home care?”
- 

# CONSULTATION DIALOGUE & FLOW GUIDE

## A. Opening (Rapport & Safety)

### Provider:

“Hi (patient’s name)! I’m really glad you’re here today. Before we dive into anything clinical, I’d love to hear what inspired you to come in and what you’re hoping we can explore together.”

**Purpose:** Sets tone, reduces defensiveness, invites openness.

## B. Discovery (Understanding Motivation)

### Provider:

“Tell me your story, what led you to consider treatment?”

“What do you want to feel different about yourself after this?”

“What bothers you the most when you look in the mirror?”

*Provider uses reflective statements:*

“What I’m hearing is that... (reflect concern). Did I get that right?”

## C. Addressing Hesitations

*This should only be used if the patient expresses concerns; we don’t want to create unnecessary fear.*

**Provider:**

“What concerns or hesitations do you have about treatment?”

“It’s completely normal to feel that way. Many patients share the same worries — let’s walk through them together.”

**D. Transition Into Education**

**Provider:**

“Would you like me to explain what’s happening in this area and what options we have to support your goals?”

*Always ask permission before educating.*

**E. Education (Simple, Clear, Honest)**

**Provider:**

“In this area, what we’re seeing is... (simple explanation).

What this *means for you* is...

And the most effective solution for your goals would be...”

**F. Recommendation**

**Provider:**

“Based on everything you’ve shared, here’s the plan I’d recommend...”

(Outline: primary approach → alternative option → timeline → outcome)

**Provider:**

“And I want you to know that you’re in control of every decision. My job is simply to guide you with clarity.”

**G. Checking Alignment**

**Provider:**

“How does this plan feel for you?”

“Does this align with what you were hoping for?”

**H. Closing**

**Provider:**

“Before we wrap up, what questions can I answer for you?”

“Would you like me to look at the schedule for potential treatment opportunities?”

“I’ll send you a personalized summary later today so you can review everything we discussed.”

---

**Continue Building Your Consultation Confidence**

I hope this guide helps you feel more confident navigating consultations and creating stronger, more meaningful patient conversations.

Building trust, educating patients well, and learning how to guide consultations naturally are some of the most valuable skills a provider can develop, regardless of where they are in their career.

If you would like to continue building on these foundations, the [Consultative Sales & Patient Journey Mastery](#) course expands on the concepts introduced in this guide with deeper real-world consultation training focused on patient communication, treatment planning conversations, retention, patient experience, and long-term relationship building within aesthetic practice.

Whether you are preparing for interviews, building confidence as a new provider, or looking to elevate the consultation experience within your practice, the course was designed to help bridge the gap between technical knowledge and truly exceptional patient care.

Florence  
FOUNDRATIONS