

WHAT HIGH-PERFORMING AESTHETIC CLINICS ARE REALLY LOOKING FOR



The Interview & Consultation Guide for New Aesthetic Providers

Learn how to communicate like a provider clinics actually want to hire.

MOST GRADUATES FOCUS ON LEARNING TREATMENTS. BUT CLINICS HIRE PROVIDERS WHO KNOW HOW TO BUILD TRUST

In today's aesthetic industry, technical skill alone is no longer enough to stand out.

High-performing clinics are looking for providers who can:

- communicate professionally,
- educate patients confidently,
- think critically during consultations,
- build thoughtful treatment plans,
- and create exceptional patient experiences.

This guide was created to help new graduates understand what employers are truly looking for and how to communicate those qualities during interviews and consultations.

Whether you are preparing for your first interview or looking to strengthen your confidence as you step into a new role involving treatment planning and patient communication, this resource will help you approach the industry with a more professional, consultation-focused mindset.

THE INTERVIEW STARTS BEFORE THE FIRST QUESTION



Most candidates spend their time preparing answers to interview questions. While your answers matter, employers are often evaluating something much deeper:

Would I trust this person with my patients, my reputation, and my brand?

Every interaction, from your appearance and body language to the way you communicate, helps shape that impression.

YOUR APPEARANCE SPEAKS BEFORE YOU DO

In the aesthetic industry, employers are paying attention to far more than your technical knowledge during an interview. They're also evaluating how you present yourself, how you carry yourself, and whether you look like someone who can confidently represent their clinic and connect with patients.

Consider:

- Clean, well-fitted clothing
- Groomed hair and nails
- Natural, professional makeup
- Good personal hygiene
- Minimal, appropriate accessories
- Polished, professional footwear

As someone who has been involved in hiring within aesthetic practices for years, I can tell you that employers notice these details. Not because they're looking for perfection, but because they're looking for signs that you understand the importance of professionalism and presentation in a patient-facing role.

Patients seeking aesthetic treatments are highly invested in their appearance and self-confidence. They want to feel that the person guiding them through that journey understands their goals and values presentation, self-care, and professionalism.

Your appearance should never be the most important thing about you. However, it can help communicate that you take pride in yourself, your work, and the experience you create for others.

MAKE A GENUINE HUMAN CONNECTION

Clinics can teach technical skills. Building trust and rapport is much harder to teach.

Employers pay attention to:

- A warm smile
- Eye contact
- Friendly conversation
- Active listening
- Confidence without arrogance

The ability to make someone feel comfortable within the first few moments of meeting you is one of the most valuable skills you can bring into a patient-facing role. Patients don't just choose treatments. They choose people they trust.

BE MINDFUL OF BODY LANGUAGE

Your posture and non-verbal communication can have a significant impact on how you are perceived.

Aim to:

- Sit upright
- Maintain appropriate eye contact
- Avoid crossing your arms
- Demonstrate engagement and interest
- Listen attentively

Strong body language communicates confidence, professionalism, and maturity and these are qualities every employer values.

STAY FOCUSED AND ANSWER QUESTIONS CLEARLY

One of the most overlooked interview skills is the ability to communicate clearly and stay on track.

Strong candidates:

- Listen carefully before responding
- Take a moment to think
- Answer the question directly
- Use relevant examples
- Avoid unnecessary oversharing
- Respect the interviewer's time

In practice, providers must educate patients, explain treatment plans, and build trust in a relatively short period of time. Employers are often assessing these skills throughout the interview.

TREAT EVERY INTERACTION AS PART OF THE INTERVIEW

How you speak to reception staff, coordinators, assistants, and other team members can leave a lasting impression. Be professional, respectful, and kind in every interaction.

As someone who has been involved in hiring, I can tell you that employers often ask team members about their interactions with candidates.

Many employers would rather hire a coachable candidate with strong interpersonal skills than someone with exceptional technical knowledge who struggles to work collaboratively or connect with others.

Perhaps more importantly, **kindness**, **empathy**, and **respect** shouldn't be reserved for interviews. The strongest providers I've worked with didn't turn these qualities on when it was advantageous; they carried them into every interaction, every day. Patients can tell the difference between someone who is simply following a script and someone who genuinely cares. Colleagues can too.

If you want to build a successful career in aesthetics, don't think of empathy, professionalism, and compassion as interview skills. Think of them as habits worth developing. Over time, they become part of how you communicate, how you build trust, and how opportunities naturally begin to find their way to you.

DEMONSTRATE CURIOSITY AND COACHABILITY

The strongest candidates don't pretend to know everything. Instead, they ask thoughtful questions that show genuine interest in learning and growing.

Consider asking:

- What qualities make providers most successful here?
- What does a great consultation look like in your clinic?
- How do you support the development of new team members?
- What opportunities exist for growth within the practice?

Employers value candidates who are eager to learn, open to feedback, and committed to continuous improvement.

HIGH-VALUE TRAITS CLINICS LOOK FOR

Communication Skills

Can you explain treatments clearly and professionally?

Consultation Confidence

Can you guide a patient conversation naturally?

Clinical Thinking

Do you understand where treatments fit into larger treatment plans?

Emotional Intelligence

Can you make patients feel heard, understood, and comfortable?

Coachability

Are you open to learning, feedback, and growth?

Professionalism

Can the clinic trust you to represent its reputation well through your conduct, quality of interactions, and professional appearance?

HIGH-PERFORMING PROVIDERS UNDERSTAND: Treatments are rarely used in isolation.



Modern aesthetic consultations require an understanding of:

- combination treatments,
- patient suitability,
- treatment timing,
- and long-term planning.

IMPORTANT TREATMENT CATEGORIES TO UNDERSTAND

Mild Skin Rejuvenation

- Medical Grade Facials / Mechanical Exfoliation
- Chemical Peels
- Medical-Grade Skincare

Collagen Stimulation & Skin Tightening

- Automated Micro-Needling
- RF / RF Microneedling
- HIFU
- Fractional Resurfacing

Redness & Pigment

- IPL / BBL
- Vascular Lasers
- Pigment-Targeting Lasers

Acne & Acne Scarring

- Microneedling
- RF Microneedling
- Fractional Resurfacing Treatments
- Laser & Light-Based Therapy
- Skincare Support

Injectables Awareness

Even non-injectors should understand:

- neuromodulators,
- dermal fillers,
- and biostimulators,
- and where they fit into overall aesthetic planning.

THE TOP 5 MISTAKES I SEE CANDIDATES MAKE DURING INTERVIEWS

After years of interviewing, hiring, and training providers in aesthetic practices, I've noticed that many candidates often make the same mistakes without realizing it. The good news? Most of them are completely avoidable.

1. Focusing Only on Technical Skills

Many candidates spend the entire interview talking about treatments, devices, certifications, and protocols.

While technical knowledge is important, employers are also evaluating your ability to communicate, build trust, educate patients, and contribute to the overall success of the practice.

Remember: patients don't stay because of a device. They stay because of the experience you create and the trust you build.

2. Failing to Research the Clinic

Nothing says "I'm looking for any job" faster than not knowing who you're interviewing with.

Before every interview, take time to:

- Review the clinic's website
- Explore their social media
- Understand their services and patient demographic
- Learn about their values and reputation

THE TOP 5 MISTAKES I SEE CANDIDATES MAKE DURING INTERVIEWS

3. Not Asking Thoughtful Questions

An interview should be a conversation—not an interrogation.

When candidates don't ask questions, employers may assume they aren't engaged, curious, or genuinely interested in the opportunity.

Thoughtful questions demonstrate:

- Professional maturity
- Interest in learning
- Long-term thinking
- Genuine enthusiasm for the role

Remember: you're interviewing the clinic too.

4. Speaking Negatively About Previous Employers, Instructors, or Classmates

Even when previous experiences haven't been positive, professionalism matters.

Speaking negatively about others can raise concerns about how you may handle conflict, feedback, or workplace challenges in the future.

Instead, focus on what you learned, how you've grown, and what you're looking for moving forward.

THE TOP 5 MISTAKES I SEE CANDIDATES MAKE DURING INTERVIEWS

5. Forgetting That Clinics Need Problem Solvers

In aesthetics, most thriving practices are made up of team members who successfully wear multiple hats and take initiative to fill gaps where they see them. Many high-functioning practices ensure team members are cross-trained to create a seamless experience for the patient in the event of an absence or higher demand in any specific area of the clinic.

The most valuable team members aren't always the most experienced. They're the ones who notice opportunities to help, support their colleagues, improve the patient experience, and solve problems before they're asked.

For example, if reception is overwhelmed and you have a gap in your schedule, do you offer assistance? If a patient seems confused about their treatment plan, do you take a few extra minutes to educate and reassure them?

Clinic owners notice people who take ownership. The ability to contribute beyond your job description, support the team, and help create a positive patient experience can make you far more valuable than technical skills alone.

SUMMARY: WHAT EMPLOYERS ARE REALLY LOOKING FOR

Throughout the interview, employers are often asking themselves:

- Would patients feel comfortable with this person?
- Can they build trust?
- Do they understand the capabilities and limitations of most aesthetic treatment modalities?
- Can they confidently build and deliver an appropriate treatment plan?
- Will they represent our clinic professionally?
- Are they coachable?
- Do they pay attention to detail?
- Will they contribute positively to our team culture?
- Do they demonstrate initiative and professional maturity?
- Would I feel confident having them represent my business?

These qualities often influence hiring decisions just as much as technical knowledge and treatment experience.

WANT TO DEEPEN YOUR TREATMENT KNOWLEDGE?

The Aesthetic Clinical Foundations Guide

A Practical Guide to Today's Most Relevant Aesthetic Treatments

The Aesthetic Clinical Foundations Guide was created to help providers strengthen their understanding of:

- today's leading aesthetic technologies,
- treatment indications,
- consultation thinking,
- patient suitability,
- combination planning,
- and realistic outcomes.

Designed for:

- students,
- new graduates,
- and providers looking to strengthen clinical confidence in real-world practice environments.

Learn More: [*The Aesthetic Clinical Foundations Guide*](#)