

training necessity?

# the training room

a necessity not a luxury!



TIMES MAY BE GETTING HARDER IN THE BUSINESS WORLD AT PRESENT, SO IT IS TIME TO CUT BACK, ISN'T IT?

Elaine Stoddart, Director of training and PR at Sterex, tells us why she thinks that is just what you should not do. . .

In this difficult economic climate it is very tempting to batten down the hatches and get trapped in the mindset of saving money and not spending. Unfortunately not spending money means that no progress is made and that a business becomes static. Enthusiasm and motivation from staff slowly deteriorates and the ensuing result is fewer clients and a less successful business or, maybe even one more business off the map. 'Spend money but spend it wisely' is the very best advice but perhaps one of the hardest things to achieve.

## Grow, don't 'slow' your business

Investing in training is one of the best investments you can make. Not only does this retain good, valued staff but will motivate, challenge and inspire them which, in turn, benefits your clients (who spread the word) but also keeps you one step ahead of your competition, whilst allowing you to develop and grow your business without necessarily spending a small fortune on expensive new equipment.

There are many training providers available, but how do you know which to choose from? When choosing the right course for you it is essential to do your research. Always aim for a training programme that is offered by a reputable company. This will be recognised by insurers, employers and equally as important your clientele!

## When looking for a course of your choice is it important to consider the following:

- Always select a reputable company. Is it a name you can trust?

- Check that the course is approved and recognised for insurance purposes
- How long is the course and will it easily fit in with your commitments?
- What are the training facilities like?
- How much support is offered once the course is completed?
- What does the course entail and will you have to provide your own models for practice?
- What is the course agenda?
- How much practical and theory work is involved?
- What happens if you don't pass the course?
- How much support is provided with directions and accommodation?
- Is there free parking on site?
- Are refreshments provided?
- Do the company offer FOC entry onto their website?
- Is their certificate recognised and approved by leading insurers?
- Do they offer a hotline where you can call and get help?
- What is the ratio of candidates to lecturers? Will you be able to mix and learn with like-minded peers, and build up a network of support thereby avoiding the feeling of isolation which can occur in the workplace
- Check all of the lecturers are extremely knowledgeable and experienced within their field and have the required teaching experience and qualifications.
- Check that CPD points are awarded where appropriate

## At what cost?

The cost of the training programme should be reflected in the standard and quality of the course; therefore, cost can vary considerably. Choose wisely - choosing the cheapest option is a decision you may regret later.

Once you have obtained all of the answers from the questions listed you will be able to book yourself onto a superior educational programme; one that will motivate, challenge, inspire and support you even after the training programme is completed.



## Make the most of your existing skills

Electrolysis is something that most therapists have trained in and have achieved their qualification whilst at college. However it may be a skill that throughout their careers has not been utilised due to various reasons e.g. electrolysis is not usually offered on cruise ships or in spas. Yet, on a one or two day refresher course, they are inspired and motivated and go on to great success. A good training course is essential, one that will not make you feel embarrassed or inadequate in any way.

## To meet this demand Sterex has developed two new courses:

1-Day Electrolysis Refresher Course, for those that offer electrolysis but seek support and advice

2-Day Electrolysis Retrain Course, for those that lack competence and confidence in this treatment.

## Rewards and benefits of becoming an electrologist

There are many opportunities to join the electrolysis industry. Many companies offer short course training for unqualified beginners which are marketed as - easy, quick, effective hair removal training courses. Sterex have designed and tailored a unique short post-graduate full electrolysis qualification to make yourself more employable in only 7 days.

Investing in a skill is the most beneficial way of building your business, especially if you are a sole trader. Many salons purchase expensive equipment along with a long term leasing plan. To recoup that money there has to be a lot of client interest in that particular treatment. But what is there to stop the salon around the corner from buying the very same equipment and undercutting your prices?

When investing in a skill you are standing out from the rest. Not everyone is capable or qualified in training in new skills, therefore the competition is far less. Once you have paid for the training course there are no further overheads, resulting only in profit and you

will always have that skill for life. Even if you do not have an electrolysis machine and need to purchase one they are good value for money and the cost is quickly recouped. An electrolysis treatment is charged at £1 a minute (average UK costs). One electrolysis needle costs only approximately 30p. With Advanced Electrolysis the treatment costs are between £40 - £50 for 15 minutes treatment! At that rate a top of the range Sterex SXB digital epilator is paid off in only 3½ hours work!

Proficient, experienced electrologists are few and far between. Once a client finds a well trained electrologist they will often be a loyal client for life. A good electrologist has her diary booked up well in advance with regular clientele which, in the light of this looming recession, is well worth having! In fact electrolysis is considered by the client a necessity and not a luxury and is often referred to, by the therapist, as 'bread and butter money'!

## Reaping the rewards

Electrolysis is one of the most important and rewarding treatments offered in the modern salon. A skilled and confident electrologist always attracts a loyal and grateful clientele who book up well in advance for long treatment programmes offering the therapist guaranteed safe income for a considerable amount of time. Electrolysis clients are also very loyal - a client may well choose to have waxing performed by any therapist or salon but will only 'trust' her valued electrologist.

Electrolysis is becoming increasingly popular, particularly with growing consumer awareness created by laser and IPL. Electrolysis has become gentler and more comfortable, even more effective and is an affordable, modern treatment. Clients who knew it in the old days are giving it another chance and finding out it's changed. As a stand alone treatment or to compliment the laser or IPL clinic or treatments electrolysis is definitely once again becoming a major trend with past customers and new customers giving it a whirl.

The consumer of today wants results and that is precisely what electrolysis promises! It is perceived to be less expensive than laser or IPL and so is gaining back ground lost in the boom years. Electrolysis is still incredibly popular with many therapists making a good living.

## Looking for work?

Now more than ever before electrologists are a must in every salon. Specialising in hair growth and the skin, their advanced knowledge is a bonus for any treatment but particularly helpful with the new hair removal technology popular in today's market place. Employers are looking to employ the best and are well aware that electrolysis trained staff can have the edge.

Electrolysis is perfect for small areas such as upper lip or eyebrow or when used to 'finish off' a large area already treated with IPL or Laser. It is also particularly helpful to treat hair colour variation as IPL and Laser are limited to black hair on white skin. These methods offer great results but do not offer permanent removal of hair, yet, by working hand in hand with electrolysis, optimum results are obtained and client satisfaction guaranteed.

In addition to this, over the last few years the lines have become less defined where 'medical meets beauty' and a pattern has emerged of 'specialised clinics' merging beauty and more 'medical' treatments. Opportunities exist within these for practitioners with Advanced Electrolysis skills covering all aspects pertaining to the treatment of thread veins, milia, warts, fibrous blemishes, skin tags, hair-removal from moles and many more skin disorders.

Find out more about Sterex electrolysis training courses email [training@sterex.com](mailto:training@sterex.com) [www.sterex.com](http://www.sterex.com)