Front Desk and Reception Duty Educational Benefits for Students at VKMD

Objective: *Learning front desk duty and reception skills helps esthetic students build well-rounded professional capabilities, improve client communication, and increase their hiring value in spas and clinics upon graduation from our program*.

Key Benefits:

- **Better Client Communication:** Students practice active listening and polite conversation interpersonal communication skills, which helps them better understand client needs, as well as to build lasting professional relationships.
- **Retail and Sales Growth:** Handling the front desk teaches students how to recommend skincare products and explain how they boost their professional treatments, touch on other related services that will compliment what they are currently doing with you and driving retail and service up sales for the business as a whole. Business development is a crucial component of your career as an esthetician in the beauty industry.
- **Stronger Organizational Habits:** Managing appointment software, phone calls, and the service/treatment schedule teaches vital time-management as well as multitasking skills that are required at any business to maintain proper client management on a daily basis.
- **Higher Employability:** Salons and medical spas prefer hiring licensed estheticians who can seamlessly step into front office operations, process payments, and manage client check-ins and scheduling. Furthermore, the first and last "step" of client care is upon arrival and departure, which ensures that clients are engaged from start-to-finish, boosting client retention rates.
- **Understanding Clinic Workflow:** Working at reception and understanding the basic daily operations gives students a complete experience of procedural flow, compliance rules, and excellent customer service skills!

At VKMD Institute of Medical Aesthetics, we pride ourselves on our unique real-world spa-style work environment for our students to gain the necessary hands-on experience from the very beginning of their educational training. Front desk and reception duty practice inside an esthetics-focused learning facility with direct instructional supervision transforms theoretical knowledge into crucial practical skills that are essential for real-world success within the beauty industry.

This crucial component of student education is an integral part of the VKMD program to ensure our students are well-equipped with the skillset potential employers will absolutely be looking for upon hiring staff for their business.

Key Takeaways:

- Practical experience is an essential component to esthetician training as it enables our students to combine theoretical knowledge and practical skills during client engagement at the front desk, which will build confidence with client interaction and retail sales.
- Real-world practice scenarios enhance interpersonal skills and adaptability, thus preparing students for diverse client interactions as well as potential challenges they may face in their future careers.
- Ongoing learning through practical training will equip budding professional estheticians with the most up-to-date techniques and business skills that are necessary to succeed in an ever-evolving job market.

The Critical Role of Practical Learning as an esthetician student:

- Practical training turns ***theory into action***, equipping students with vital skills for real-world success. During a proper esthetics education, classroom knowledge will transfer to confident hands-on practice, empowering students to master their skills and perform treatments with precision and care. Our immersive approach at VKMD ensures our future estheticians are not only knowledgeable in their theory but also adept at delivering quality treatments and handling client details with quality professionalism. By having a full understanding of theory and practical skills, the next step is translating this knowledge into client consultations and treatment planning, retail sales, putting together at-home skincare regiments for clients, and having mastered the skillset to provide the best customer care to your clients before you have even begun your career!
- ***Confidence*** is critical for student success and practical training. By engaging with clients daily from start-to-finish, starting with the front desk experience a client will encounter upon arrival, our students will master their craft even further by developing the necessary ***poise and decorum*** for excellent client interactions. By combining learned theory with application skills and proper client engagement practice, our students are already becoming professionals who are well-prepared to thrive in the beauty industry.
- Practical scenarios for estheticians-in-training will further ***instill critical health and safety standards in their daily repertoire***, which is one of the most vital components of professional esthetics. Whether it be the mastering of infection control, communicating pre- and post-treatment care instructions, understanding thorough client care, etc., this portion of real-world education

prepares our students to handle diverse scenarios, and further ensures they are ***competent and conscientious professionals*.**

Our real-world practical training at the front desk of VKMD Institute is more prevalent during the second module of your 600-Hour General Esthetics program, where each student will take turns for a few hours per week, mastering their front desk and retail sales skills under the direct supervision of our professional staff. We have incorporated this crucial component into our training program to give our students the foundational skills of client interaction as well as what future employers will expect of them upon being hired. This training in school serves to give our students that additional "edge" to boost their resumes, as most schools do not provide this often looked-over desirable skillset.

Don't worry, this component of our program is ***not*** *replacing our regular VKMD operational and administrative staff, nor is it serving as any type of supportive role to our regular staff operations. This hands-on training portion of the program is strictly utilized for the benefit of our students as a real-life practice tool when it comes to client engagement, and learning how to manage their own service schedule while they are on the floor during Module 2.*