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Lydia Sarfati

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Success at Your Fingertips Lydia Sarfati
Learn the secrets of success from one of the most successful women in the spa and salon industry! Lydia Sarfati, founder and president of Sarkli-RepÃªchage, Ltd., shares her philosophy on business and personal fulfillment. The recipient of numerous industry awards and an enthusiastic mentor, Sarfati wrote Success at Your Fingertips in response to the many requests for advice she has received: "The number one question that I have been asked for over a decade now is how I did it. This is my personal account, and I felt it was time to share it with the world"

Learn invaluable tips from the Expert...

Create a spa experience that exceeds your customers' expectations.
Maximize profits by up-selling your retail merchandise.
Learn specific marketing strategies for key customer segments.
Build a winning team by offering them a career, not just a job.
Train your staff to live the maxim, "Show, tell and you will sell!"
Develop profitable relationships with dermatologists and plastic surgeons.
Success is within the grasp of every skin care professional - just follow Lydia's advice, "Work hard, enjoy it and remember to smile!"

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