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# *The Luxury Service Mastery Program*<sup>TM</sup>

SHAPING THE NEW STANDARD OF  
AESTHETIC EXCELLENCE

MARKED.<sup>TM</sup>  
*by luxury*

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# Hello!

Welcome to The Luxury Service Mastery Program™ - a signature program crafted for the aesthetic industry's top-tier teams. Over the past two decades, I've helped luxury hospitality, fashion and beauty brands elevate service, refine culture, and create experiences clients truly remember. This program is designed to transform every touchpoint of your eco-system, from team communication to client care, setting a new baseline of excellence and turning your business into a trusted, unforgettable brand.

Let's create the service your clients can't stop talking about!

*Maria Kalymnou*


Founder

Marked By Luxury™

# *Welcome to the Luxury Service Mastery Program™*

The Luxury Service Mastery Program by Marked By Luxury™ elevates your entire service ecosystem: how your team communicates, behaves, connects, guides, sells with integrity, and builds loyalty through intentional, thoughtful details.

It's not training. It's mastery.  
The kind of service excellence clients talk about, return to,  
and choose again and again.



**THIS PROGRAM WILL SHOW  
YOU HOW TO TRANSFORM  
YOUR BUSINESS INTO A  
TRUSTED, EXPERIENCE-LED,  
AND UNFORGETTABLE BRAND.**

# *Course Modules*

## *01*

### **THE CORE MODULES**

- Defining Your Ideal Client Avatar
- Setting the Luxury Service Baseline
- Identifying Client Needs & Expectations

## *02*

### **THE BESPOKE MODULES**

- Tailoring the Client Journey
- Aligning Team & Culture
- Creating Business-Specific Tools

## *03*

### **THE ADD-ONS**

- Ongoing Support & Consulting
- Refresher Workshops & Onboarding
- Extended Documentation & Playbooks

# 01

# *PART 1*

## THE CORE MODULES

## THE FOUNDATION

### Overview

The Core Modules build the essential mindset, behaviour and communication standards required for luxury service in modern aesthetic clinics.

### Why It's Mandatory

All teams must start from the same elevated baseline.

This part creates:

- A shared language
- Consistent service standards
- Stronger confidence & professionalism

### Duration

6 hours

### IN SHORT:

Part 1 prepares your team.  
Everything else builds on it.

# *PART 1*

## THE CORE MODULES

### **1. The New Era of Aesthetics & Client Psychology**

What today's client truly values, fears, and expects.

### **2. Anatomy of Luxury Service in Beauty**

The behaviours, rituals and standards that create a premium perception.

### **3. Emotional Intelligence for Aesthetic Professionals**

Empathy, emotional management and trust-building.

### **4. Communication Mastery & Active Listening**

Professional communication that guides clients.

### **5. The Signature Consultation Method by MBL™**

Identifying real needs, navigating expectations, and offering personalised pathways.

### **6. Delivering Signature Service Rituals**

Luxury practices before, during & after treatment - repeatable and memorable.

### **7. Managing Complaints & Sensitive Conversations**

Transforming difficult moments into opportunities.

### **8. Internal Excellence & Professional Image**

Team unity, etiquette, grooming standards & consistency.



# *PART 2*

## **THE BESPOKE MODULES**

### **YOUR À LA CARTE SELECTION**

#### **Overview**

Part 2 is fully customised.

You choose TWO modules that match your business's needs - from team culture to luxury rituals, operations, and more.

#### **How it works:**

Think of it as a menu:

Pick TWO modules that fit your goals, challenges and team maturity.

\*\*Additional modules can be selected for an extra fee, allowing you to further customize the program to your business's priorities, team, and client needs.

#### **Bonus options:**

- Custom Checklists
- Signature Service Manuals

#### **Duration**

6 hours

#### **IN SHORT:**

Part 2 adapts to YOUR business - completely!

# *PART 2*

## **THE BESPOKE MODULES**

### **TEAM & CULTURE DEVELOPMENT**

- High-Performance Team Bonding Workshop
- Leadership Coaching (Owners & Managers)
- Conflict Management & Internal Dynamics
- Culture Reset: Values, Identity & Team Alignment

### **CLIENT EXPERIENCE & JOURNEY DESIGN**


- Front Desk Excellence & Reception Rituals
- The Luxury First Impression Blueprint
- Touchpoint & Sensory Journey Mapping
- Creating a Signature Treatment Ritual

### **COMMERCIAL PERFORMANCE & GROWTH**

- Ethical Upselling & Treatment Pathway Flow
- Client Retention, Loyalty & Rebooking Method
- Menu Optimization & Service Design
- Mystery Shopper Assessment & Team Debrief

### **BUSINESS OPERATIONS & SYSTEMS**

- Workflow Optimization & Efficiency
- Standards & Checklist/ Manual Development
- Internal Communication & Handover Protocols
- Grooming, Behaviour & Etiquette Manual



**FROM THE FIRST  
GREETING TO THE FINAL  
TOUCH, EVERY MOMENT  
SHAPES AN EXPERIENCE  
CLIENTS REMEMBER AND  
RETURN FOR.**



# *PART 3*

## **THE ADD-ONS**

### **EXTEND YOUR EXPERIENCE**

#### **Overview**

Add-ons offer continued support and performance enhancement after training.

#### **What You Can Add:**

- Monthly consulting
- Seasonal refreshers
- New staff onboarding
- Grooming & etiquette guides
- SOP manuals & standards checklists

#### **Purpose**

Maintain progress, ensure consistency, and support long-term excellence.

#### **IN SHORT:**

Part 3 keeps the transformation alive long term.


# *PART 3*

## THE ADD-ONS

Choose the level that suits your business's ambitions and team needs.

### How It Works - Tiered Support:

- **Silver:** 4 consulting hours per month - expert advice, targeted feedback, and guidance for immediate improvements.
- **Gold:** 8 consulting hours per month - deeper coaching, quarterly team refreshers, and enhanced operational support.
- **Platinum:** 12 consulting hours per month - full support including mystery shopper audits, SOP/playbook updates, executive coaching, and performance monitoring.



**TODAY'S AESTHETIC  
CLIENTS DON'T JUST  
WANT RESULTS - THEY  
WANT TO FEEL SEEN,  
UNDERSTOOD, AND  
BEAUTIFULLY CARED FOR.  
THEY EXPECT  
CONFIDENCE, WARMTH,  
INTELLIGENCE, AND A  
TOUCH OF LUXURY IN  
EVERY DETAIL.**

# *THE INVESTMENT*

## **Part 1/Core Modules + Part 2/Bespoke Modules**

- Total of 12 hours (6h Part 1 + 6h Part 2)
- Includes 2 à la carte modules from Part 2

Cost: 2,500€

Additional Extra Modules: 750€ /per module

## **Part 3 – Add-On Packages (Optional, Monthly)**

- Silver Package (4h): 600€/per month
- Gold Package (8h): 1000€/per month
- Platinum Package (12h): 1500€/per month

\*\*Note: All prices listed are exclusive of 24% VAT.

# *CONFIDENTIALITY*

**YOUR BUSINESS. YOUR TEAM.  
YOUR STRATEGY. FULLY PROTECTED.**

**To protect your business and maintain the integrity of the program:**

- Strict NDA Signed by All Parties - ensures complete confidentiality.
- Internal Challenges & Sensitive Information Remain Private - bespoke insights, team dynamics, and operational details are never shared.
- Bespoke Modules Are Exclusive - every business receives content tailored to their needs; nothing is duplicated.
- No Competitor Access - even businesses in the same city or region are fully protected.
- Secure Knowledge Transfer - all checklists, manuals, SOPs, and playbooks remain proprietary to your clinic.

## **THE GOAL:**

*Elevate the industry collectively while keeping each business's transformation fully private and secure.*

# T&C

- **Program Structure:** Completion of Part 1 (Core Modules) and Part 2 (Bespoke Modules) is mandatory to fully benefit from the Luxury Service Mastery Program™. Part 2 modules can be selected from the curated à la carte menu to tailor the program to your business's needs.
- **Add-On Packages:** Silver, Gold, and Platinum packages are optional and can be activated or adjusted monthly. They can also be selected before the program if your clinic wishes to identify needs, priorities, and custom strategies in advance.
- **VAT:** All prices listed are exclusive of VAT. A 24% VAT rate will be applied to the final invoice.
- **Scheduling:** Training hours must be scheduled in advance to ensure availability and smooth coordination with your business's operations.
- **Bespoke Materials:** Manuals, SOPs, checklists, scripts, and frameworks are created uniquely for your business and are not transferable.
- **Confidentiality:** All work is covered under a mutual NDA to protect your business insights, internal challenges, and competitive positioning.
- **Payment Terms:** 50% upon booking & 50% upon completion of training (unless otherwise agreed).
- **Travel Fees:** For businesses outside Greece, additional travel and accommodation fees will apply and will be calculated based on location.
- **Rescheduling:** Changes to scheduled sessions must be made at least 72 hours in advance.
- **Certificate of Completion:** Upon successfully completing Part 1 (Core Modules) and Part 2 (Bespoke Modules), your business and team will receive a Certificate of Completion. This certificate recognizes your commitment to elevated service, exceptional client experiences, and operational excellence, officially marking your business as "Marked by Luxury™."
- **Language:** The program runs in both English and Greek, with terminology mostly kept in English to maintain consistency and industry standardization.

# *THANK YOU*

We look forward to elevating your business to the next level of luxury service. Your journey to Client Mastery starts here.

## Contact

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**MARKED.**<sup>™</sup>  
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