

Local Business Hacks



by Referrizer



 Stacey Krizan 
Senior Partner Success @Artemis Distribution

How to delegate for success

How to delegate for success

Podcast transcript

Dave Nicolanti:

I have a very, very fun guest here. We're going to be talking to you today. I'd love to take a second to introduce Stacey Krizan from Artemis. And I know her from Cryoskin. Stacey's the head of partner success over at Artemis. Stacey, welcome to the podcast.

Stacey Krizan:

Thank you, Dave.

Dave Nicolanti:

I'm super excited to talk to you. I know we actually talked quite a bit throughout our regular Workday through our regular nine to five. Artemis is somebody that we have a relationship with. And I love that relationship specifically on the crowd skin side, as we're growing everything else out. So Stacy has some great stuff that we're going to talk about today. So, Stacy over at Artemis, let's do it like this. Let's say you and I are going on an elevator ride from floor one to floor 10. Give me the brief elevator spiel as to what and who Artemis is and what they do.

Stacey Krizan:

Awesome. I love the elevator pitch. So I worked for an organization called Artemis Distribution, LLC. We are an exclusive distributor of three brands, two of which we just launched this recent year and Cryoskin being our flagship brand that most people know about now. We distribute those products through either sales, a purchase, or a subscription. We were a small organization, a startup, where I think we're now at 45 employees or so. We have about over 1,100 systems in the U.S., and I specifically work on the downstream after you've purchased or subscribed to our devices. My team and our organization work to help you be profitable with our devices.

Dave Nicolanti:

Awesome. So your devices. So tell me about who uses your devices. Who's your audience?

Stacey Krizan:

Our audience is pretty wide. So, you know, with the increasing trend with non-invasive body contouring, everybody wants a quick fix, right? And so it used to look like a med spa or a plastic surgeon. And now everybody wants to get into this segment because it's the fastest growing area in aesthetics. Our typical customers are a med spa and a large wellness chain. You probably know a couple of them: Restore Hyper Wellness and iCRYO and then other more independent businesses that are doing massage and chiropractic that want to also get into body contouring.

Dave Nicolanti:

So body contouring was very focused with your primary equipment or your over there at Artemis. We're talking to Sasha and he was going to be open for spas, wellness, stuff like that. You said chiropractors as well? Yes, very cool. Very, very neat blends.

I mean, our audience, when we work with anybody on Main Street, USA, and any small business who wants customers wants to keep coming back. So that's something! If you're in any of those categories, it could be something a valuable tool to add another weapon to your arsenal to create more revenue. So that's awesome. So thank you for sharing who you work with. So tell me a little bit about problems that your equipment solves. I guess we can focus on Cryoskin a little bit.

Stacey Krizan:

Yes, we'll focus on Cryoskin. So Cryoskin is a non-invasive body contouring product that helps you reduce inches in a matter of a 45 minute slimming session. It also helps reduce the effects of aging, like non invasive facials, and cryo skin toning, which helps you improve the collagen elasticity and the aesthetics of your skin. So you know what the problem itself is everybody wants and aspires to be healthy and active. I do think we, as a society, we did take some upward trends in that area. And I think, you know, COVID and crisis time we all got a little bit isolated, right? We're all sitting behind our computers like now, right? So everybody wants a quicker way to get an end result. We're all instant gratification oriented these days. So clients can let you do that with a 45 minutes slimming session. You can lose half an inch and one and a half inches, and then it really jumpstarts a healthier, more motivated lifestyle.

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Dave Nicolanti:

Very interesting. Sign me up! I put on quarantine 15 or so, maybe!

So, the consumer, I mean, you're talking about the impact for a consumer. That's great. And obviously that's, that's again, who you're targeting or who your studios that you work with are targeting. Cryoskin is in a couple of things that I really like about it. And I know you guys really well, but share for some of our business owners out there. What, in my opinion, is probably the neatest thing about cryoskin is your cost of entry, your options for ways to get in and ways to start using Cryoskin, how, without a huge commitment. And that's the thing that I love about you guys.

Stacey Krizan:

So our value proposition is very unique because yes, we do, like other companies allow you to purchase our devices, right? Who doesn't want you to buy our devices up front? But you know, a majority of our customers are actually we learned from them when we launched the purchase of cryoskin devices. The reason that most partners said no at the very onset was because they didn't have confidence that they'd be successful with the device that they weren't ready to make a large capital investment.

So we were quick to respond and created a model of rental that is a lower risk. So usually, when you rent a device or anything, right, you have some sort of terms, like you rent this for 36 months, or you rent this for five years, something along those lines. We actually came up with a risk free model where it's a month to month rental and there's no money down. And for if you qualify, obviously, and you can try it out for free and hopefully make money in your trial. That way, you'll have greater confidence and then you'll be an active subscriber or renter and, quite honestly, a lot of partners then start that way and end up purchasing and buying out their devices.

Dave Nicolanti:

That's awesome. And I actually know a number of your number of your clients firsthand, and that's really their most common thing. The most common thing I hear from them is it was simple and easy. And really risk-free because it's \$50 grand and up. I mean, that's a big nut to cover. That's a big price! So having it makes it simple and easy for them to get, and that's awesome.

So I understand you have a number of different devices and they're all a little bit pricey. So I mean, make it simple and plain that way to get in and get started with you is great. I love hearing about that. But I want to back up a second minute ago: You said that you have a risk free trial, or a free way for them to check this out? How the heck can you give away something to such a large investment? For free? How's it working?

Stacey Krizan:

Yeah, it is risky, which, when we say it's, risk-free actually, it's risk-free to the client, right? The partner, the person that's taken on this opportunity, we carry the risk. So we put all of our resources and our value into the brand. And we have a whole team now focused on helping partners be successful, because you can cancel like that with 30. With less than 30 days notice, we have people that tried it out, and that didn't either find it to be a good fit, or their business struggled during COVID. And they have to return. So we are allowing customers to do that. And it's because they're able that there's a quicker adoption to want to try it.

So, like to your point, how can we make a sustainable revenue when we're offering a free trial, right? So we have a lot of initiatives to make sure that our partners are successful. So we have, you know, first of all, you don't get the device for free, if you don't qualify. A majority of our partners actually do qualify. It's not a large barrier to entry.

But we have programs like a pre launch plan, we have marketing collateral, and we have a sustained success trajectory of what a business should look like, as they're going through the majority of a business with Cryoskin.

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Dave Nicolanti:

That is awesome. I know I do love how you guys are proactive in providing your customers, I mean, the ability to offer different marketing options and all the collateral that you provide for them. And that's one of the things that we've done some work with together, but I love that you guys make that simple and easy for your customers to do 'cause for everybody out there listening, I mean, you guys open up your business because you, you have a passion for that and that passion normally doesn't involve marketing. So I love that you guys are willing to go in to help out and make that process just a little bit easier for them.

So that's great. So, risk-free, I totally get that. Love it. Very cool. How many clients are you helping right now, approximately?

Stacey Krizan:

So we have, about a thousand, growing somewhere between 1100 or so Cryoskin partners in the US. Also have some new partners that would bring it on. I think we're on the order of 50 or so with Andrew Spheres and then also with Greensboro. So we're expanding.

What's really exciting, Dave, is that our current partners that we have with Cryoskin are now able to offer some of the other portfolio products. And so now you have a customer that you're increasing well, you know, right, increase the client value, right. So one way is to sell into the same audience and do so with other devices.

Dave Nicolanti:

You have so many businesses out there. I mean, they have a tough problem. Their customers want more of that business. And there are so many times that business owners aren't able to provide that. So this kind of Cryoskin gets in the way of you doing things. It's kind of a, it's a little bit of a higher ticket value, higher ticket item. But if customers are coming in having success, enjoying everything with you, you then can then continue to upsell them, make more off your customers, and continue to have that loyal customer stay with you.

So with that, I mean, we're talking about a big impact Cryoskin could have with these small businesses. Do you have an example or a story of a particular business that you're working with where you had, or are having a big impact with them, whether it's just making, creating revenue, or maybe saving time, saving money, making money, making time. Do you have a success story that you have about one of your customers?

Stacey Krizan:

Sure. I'd love to talk and showcase two of our enterprise partners. We work and I'll give you an example of a specific business in each one. iCRYO Recovery and Wellness is a franchise organization. I think they have about 26 locations across the US. They're planning to double that in 2021. We have a fantastic relationship with them where they offer our enterprise pricing, which is discounted from retail for our subscriber price.

Their subscribers of Cryoskin 4.0. And they are incrementally adding Cryoskin into their wellness locations.

I'll give you one example. So we have a partner, Jalen Smith. She is in Indiana. She opened her space in June 2020 right in the middle of the pandemic. And she actually was one of those iCryo locations that started with cryoskin at the grand opening of her iCryo business. She, while other businesses in Indiana are struggling in that whole area. In the second half of 2020, she earned over \$81,000 in Cryoskin sales. Now you could imagine Cryoskin is not the only service she offers, but that's what she garnered in Cryoskin sales.

Obviously not everyone is a Jalen, but you could be. And then even in January, she told us that in January 2021, she's over 17,005.

Speaker 3:

That's awesome. And that's going to have a big impact, like I said, that's not their only revenue source, but the really cool thing about this is adding an option to create a new revenue stream. Yeah. Good. Okay.

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Stacey Krizan:

Yeah. Another example is Restore Hyper Wellness is another one of our franchise partners, an incredible business model as well. They actually have a bit of a different model where they purchase their Cryoskin devices from us and all their new locations launch with Cryoskin 3.0. We have 79 locations across the country that are providing Cryoskin within the Restore locations.

So at one of their locations in Lancaster, Pennsylvania, Michelle Ayres, launched her Restore business in Pennsylvania in 2017. When Cryoskin, Artemis, and Restore made an enterprise agreement together, she then added Cryoskin and it rejuvenated and added a whole new revenue stream to our existing business. So, for her in Q4 2020 in Pennsylvania, she garnered \$50,000 just from Cryoskin sales.

Dave Nicolanti:

That's huge! I love hearing that. And it's just such a great opportunity to upsell your existing customers with what you offer. And the best thing there is a barrier of entry. It's minimal. I mean, obviously, if you qualify, then assume certain things have to match there be a match for you and for them since you're taking on that role.

So Stacey, one of the things that always makes me excited to talk to you is your energy. And you're always upbeat. I imagine it's like when you're not on Zoom calls, you're bouncing off walls. That's my personal image. But let me ask you: So what gets you so hyped up and where do you get your energy from? I know you've been a business owner in the past. We're gonna learn numbers now. Where do you find that energy? What helps you get through a day?

Stacey Krizan:

People that look good, feel good. And if you feel good, you have greater confidence and you're doing more with your life. And now you're confident to go for that extra run that day, or you're really just looking at the world in a successful viewpoint. And it all started honestly with the fact that you lost a couple of inches and the business that you went to started doing better making money, because you're feeling good. I mean, how is that? Not really fun and addictive, right. A high off of that, for sure.

Dave Nicolanti:

Absolutely. So I love hearing that! Stacey, tell me, let's see. So we'll go. People listen to this podcast. We're reaching out to business owners all over the world and primarily small local business owners. So it could be a spa like we're talking to, it could be a hair salon, or could be a gym. So, kind of taking off your Artemis hat for a minute here and just looking back into your experience, working with small business owners and being in that area in yourself in the past, give me a hack that all business owners could use right now that could be used for everybody across the board?

Stacey Krizan:

The business hack, right? I mean, I think, I think Tik Tok is making a huge living off of hacks. Right. You know, Dave, I think it's really simple. It's honestly knowing what you're really good at and delegating what you're not.

So people, business owners have a real problem with doing that. I mean, not all of them, obviously not the two business owners I just shared with you, but more typically business owners like to do everything. They have such ownership, deep ownership of everything. Their company touches from staff development to client experience, to the logos and the pictures on their wall.

And I have to tell you: The business owner's only one person. They only have 24 hours a day, and they got to go to sleep and recharge. If they're doing everything there, first of all, they're not doing what's necessary. And they're also not doing things that need to be hit on an expert level to execute really well. I would say the business hack would be to know and have some self awareness professionally about what you're good at. Then delegate. Hire somebody, hire an expert, because time is money. If you're wasting time, you're wasting money that could be made.

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Dave Nicolanti:

That is so true. So I want to pause on that for a second and dig into that for just another second, not another couple of seconds there. So everybody who is listening to this podcast, you started your business, you have a passion and you're good at something. And you want to share that with the world and you want to grow that business. And that's the business is really an extension of you and who you are. But what we see so many small business owners doing is totally bootstrapping to the point of where it hurts them. And what I mean by that is like, well, it's marketing, you know what I can do. I don't want to pay someone to do it. I'm going to go and do it myself. So what that involves, it involves you putting in 10, 20 hours of learning to do a half blank job with it.

And you're not going to get the results that someone else could do it. Meanwhile, that 10-20 hours you're doing, that's pulling you away from what you do well. So it's so important if you have the ability to, if you can write a check and make a problem go away and where it's going to be more effective because you're saving your time, it's all about these small business owners need to assign value to what they're doing and realizing that their time is important for. They need to allocate their time and for where they can do it best to create revenue, to create money. Because like Stacey said, find somebody else who can do it. They could probably get it done in two hours. And it's going to take you 20 hours and think of everything else you can do with all that extra time to create more revenue. Because people look at the flat cost of it and don't take into account the time that goes along with it. And time truly is money. And there's two big commodities out there: time and money. People, a lot of times, small business owners will gladly give away their time at the sacrifice of creating new revenue. So that's really important. So I mean, respect your time. I love that great stuff there, Stacey.

So now say here's my favorite part of my podcast. So I have some questions for you. We're having a conversation going on here, but I want you to do my job because I'm feeling a little bit lazy right now. So, if there was one question that I should have asked you, or maybe let your customers ask you, or something that I missed that you have an expertise in a certain subject or certain area, what's one question that I should ask you?

Stacey Krizan:

How do I get started?

Dave Nicolanti:

Now, that's a sales tip right there! So, Stacey, let's say I am a main street USA business. How do I get started using your product? It sounds pretty simple, but walk me through that process.

Stacey Krizan:

Yeah, so you sign an agreement. You decide if you want to own or you want to subscribe. You make a plan, find, and decide who's going to execute this plan. So, is it you, the business owner, do you hire a manager? Who's going to be focused deep on delivering Cryoskin? I would say that is important. Know that right up front.

Be aware that this is like delivering a new baby. It's like creating a new business stream. It is not just another service you just throw into your business. So focus resources on launching it correctly and create a strong foundation for launch. Very basic. Launch tactics are just turnkey activities, but people breeze over them.

They kind of say, "I'm going to just jump right in. I'm going to sell some things." And then they're just literally throwing out tasks. And then they're like, alright, three months in. They're like, "Oh, nobody's coming". It's like, well, what did you do? Well, I did a lot of stuff and like, well, what did the stuff return? Honestly, I'm going to give a plug to Referrizer.

I think one of the real values in why we have such a nice relationship is because I think you guys do a lot of the customer segmentation for us. You can tell us who's buying and what those customers look like. Then you work with us to create campaigns to talk differently to reach the different customer segments. That's a real sophisticated marketing, a market segmentation. Businesses don't know. They literally promote one message to everybody. So for working with a company like yours, I think people don't understand how to really do it.

So what I would say is, first, know you're good at delegating at what you're not, but you know what? Find somebody who really you want to invest in. Because just bringing Referrizer on and then turning it in the corner and making it work is actually not going to work. Invest in your relationship with the vendor per provider. So that way you together can learn. Nothing is turnkey. You really have to have a partnership. And so I would say, when you're delegating something, don't micromanage, but invest in the outcome.

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Dave Nicolanti:

Perfect. I love that. And I always appreciate a shout out! So Stacey, this has been a lot of fun. Keep this in mind, everybody out there. I'll use small business owners. It doesn't matter if you could be a spa. You could be a wellness studio. You could be a chiropractor. It could be acupuncture, chiropractor, anything wellness related. And it's funny. I'm starting to see some gyms offering cryo services as well. So it's going to be kinda neat to see your customer base continue to expand. So if you want to find out more about Stacy and more about Artemis and Cryoskin, Stacey, how can they do that? What's the best way to track you down?

Stacey Krizan:

Yeah. So my email is stacey@artemisdistribution. And we can put a link and down here on LinkedIn, as well as email. I'm pretty accessible. I work with thousands of customers across the country. You listeners could potentially be also generating \$3,000 for a Cryoskin client too!

Dave Nicolanti:

Perfect. So Stacey, this has been a lot of fun. I appreciate your time and we'll have to do this again sometime soon, and I'm sure we'll be talking to her very soon in the near future. I hope you have an awesome one, Local Business Hackers. There's a lot to learn here from this interview. So rewind it, listen to it again, and we'll talk to you in a bit. Thanks.

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