



Key Questions to Ask Before Buying Your Next Treatment Machine

1. Financial and ROI Considerations

- What is the total cost of the machine, including taxes, shipping, and installation fees?
- Are there financing options? What are the interest rates and terms?
- What is the typical return on investment (ROI) for this machine? Can you provide data from similar-sized medspas?
- What is the breakeven point, and how many treatments will it take to pay off this machine?
- Are there additional consumables or disposables? What are their costs and availability?

2. Sales and Pricing Transparency

- Can I see a full price breakdown and any discounts being offered?
- Have other buyers paid less for this machine? Can I speak with them for verification?
- Are there ongoing promotions or trade-in options that could reduce costs?

3. Machine Performance and Support

- What clinical studies or data back up the machine's effectiveness? Can you share references?
- What is the expected lifespan of this machine?
- What kind of maintenance does it require, and what are the associated costs?
- How long is the warranty, and what does it cover?



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14. Training and Support

- Is training included? How comprehensive is it, and is it on-site or remote, and how often?
- What kind of technical support is available, and what is the average response time for issues?
- Will I have a dedicated representative for follow-up support after purchase?

5. Flexibility and Scalability

- Can this machine perform multiple treatments, or is it limited to one?
- Is this machine upgradeable as new technology becomes available?
- What is the resale value of this machine if I decide to sell it later?

6. Competitor Research

- What are the top alternatives to this machine, and why should I choose this one over them?
- Can you provide me with client references who have used this machine for over a year?

7. Contracts and Fine Print

- Can I have a copy of the contract to review before committing?
- What happens if the machine underperforms or breaks down frequently?
- Are there penalties for early termination or returns?



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8. Marketing and Business Growth

- Does the company provide marketing support or materials to promote treatments?
- Are there any co-op advertising opportunities or assistance with marketing campaigns?

9. Industry Trends and Longevity

- How long has this machine been on the market, and what is its reputation?
- Is the technology FDA-cleared or approved, and does it comply with all regulatory standards?

10. Long-Term Business Fit

- Does this machine align with my business model and client demographics?
- Are there additional costs or adjustments required to integrate this machine into my current setup?