

RECHARGE YOUR SPA ENERGY

Top 10 Best Spa Practices

BY LESLIE LYON

Use this 10-point checklist as your benchmark and get the heartbeat of your Spa pounding!

Monitor Top 3 Priorities

- *Staffing* – Maintain a deep pool of talent with ongoing recruiting, evaluations and fine-tuning.
- *Finances* - Compare service and retail projections to actuals - weekly, monthly and annually.
- *Customer Attraction* - Graph your seasonality – always plan campaigns two months in advance of slow times, ie. Print Christmas brochure with January specials.

Involve & Evolve Staff

Share business pitfalls and win falls; train in advance of all promos and intros; staff help write their own Job Descriptions; ask what they need to succeed; don't set them up for failure by not giving them the tools; endorse deliberate development; empowering your staff means providing them with what they need to *succeed*.

Develop & Envelop Clients

Evaluate and refresh “Service Opportunities” often; tell clients what you *SEE & HAVE*; always pre-book next visit; get VIP's in for promos first; promote “programmed” skin care; set goals; get their permission to educate - recommendations become service extensions, not sales.

Watch the Trends

Stay progressive by understanding globalization, current technological revolution, economic changes, environmental concerns, customer priorities, staff demands.

Know your Competition

Know their 4 P's – Price, product, promotions and placement. Never copy or steal from them, keep your business ethics in tact, be “*faster paced*”, not “*fear based*”. When they yin, you yang.

Manage the Money

Promote high margin services only; sell services that generate retail; adjust staff commissions if discounting; up charge spa packages; pay staff based on performance; up-sell service add-ons; cross-sell aggressively; use perceived value to increase prices; control staff usage.

Be a Leader with Presence

50-60% of your day! MBWA – “Management by Walking Around” - Walk the floor; get involved; one on ones; recognize accomplishments publicly; know what each staff hold important; teach something to your staff daily; learn something from your staff daily; encourage them to do the same; reward good behaviours.

Think it, Ink it, Get it Signed

Show you mean business by having your staff sign an Offer of Employment; Probationary Agreement; Spa Policies, Behavioural Conducts; Service Procedures; Job Descriptions; Evaluations; Compensation Packages; Privacy and Non-Compete Agreements.

Get Online

The visit or phone call to your spa earlier, may prompt an online purchase or booking later; Spa goers visiting your city find out about you; email programs and campaigns take almost no time or money; shows you are on the fast track, not the extinction list!

Take care of You

Be *self-ish*, not selfish. Your ability to shed a positive light will be the single most important thing you do.

These are just a few of the topics that are covered in the Spas2b Spa Director/ Management courses. For more information, course dates and to register online, go2 www.spas2b.com. ■



Leslie Lyon began her career in the Health and Beauty Industry 25 years ago and today enjoys her profession as an International Consultant, Educator, Key Note Speaker, Published Columnist and Freelance Writer. Leslie is the President of Spas2b Inc., which is a full-service Spa Development, Consulting and Training company based in Waterloo, Ontario, Canada. Leslie instructs the Spas2b Spa Director Certificate Courses; Management and Leadership Training; as well as the new Fun!ergy Whole Spa Workshops. Courses range from 1 to 5 days and offer an energetic and enlightening mix of business systems and life strategies. Students travel from around the world to experience Leslie's unique style of teaching, described by some as “mind, body, soul and spirit” seminars.

Spas2b was awarded Top Honours from Day Spa Magazine as the course of choice in their “Real World Results” Business Class Survey.

You can contact Leslie Lyon at 1-519-585-0626, llyon@spas2b.com, or visit the website at www.spas2b.com.