



THE SPA VIEW

Building Relationships,
Maximizing Strategies, &
Increasing Profits

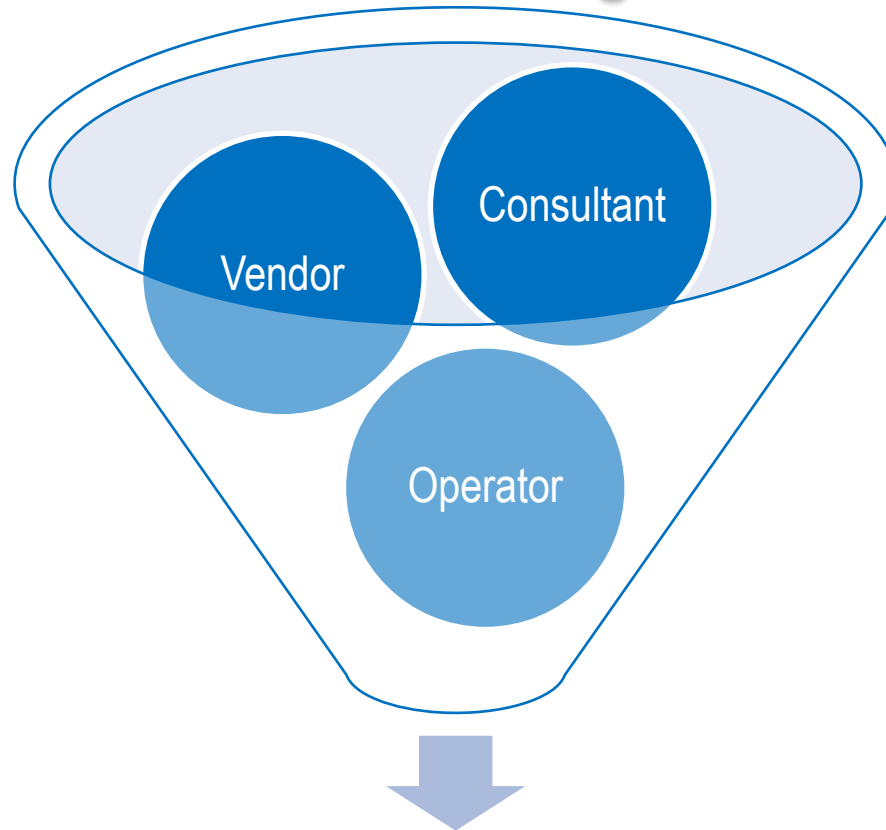
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Relationships ~ Consultant, Vendor & Operator
Strategies for improving the relationships
Increasing profits



OVERVIEW

Relationships – Create an effective triangle



Increased profits, efficiency & trust

Vendors, Consultants & Operator



RELATIONSHIPS

Vendor, what makes you crazy?

- Calls not returned
- E-mails not answered
- Spa Directors very short and in a rush
- Spa Director doesn't have time to meet
- All staff does not attend training
- Expertise not being fully used

Vendors

Your part in the relationship

- Consistent support, visits, & follow up
- Create promotions, check inventory & recommend orders
- Understanding the property's individual business
- Sales, product knowledge & hands on training
- Provide gratis product to training attendees
- Respect the operator's time
- Share in the sales & booking incentive program
- Interested in results, not only in writing orders

Operator, what makes you crazy?

- Vendors “pestering”
- Too many e-mails
- Vendors trying to be friends
- Not enough time to meet with vendors due to operations
- Training dollars not budgeted
- Vendors want too much input

Operator

Your part in the relationship

- Partner with vendors & consultants
- Keep to the annual schedule
- Ensure that staff are scheduled for trainings
- Insure your staff is selling retail
- Encourage post-departure relationship between spa & guest
- Provide retail sales & booking incentives
- Be familiar with product lines & treatments
- Manage your business

Consultant, what makes you crazy?

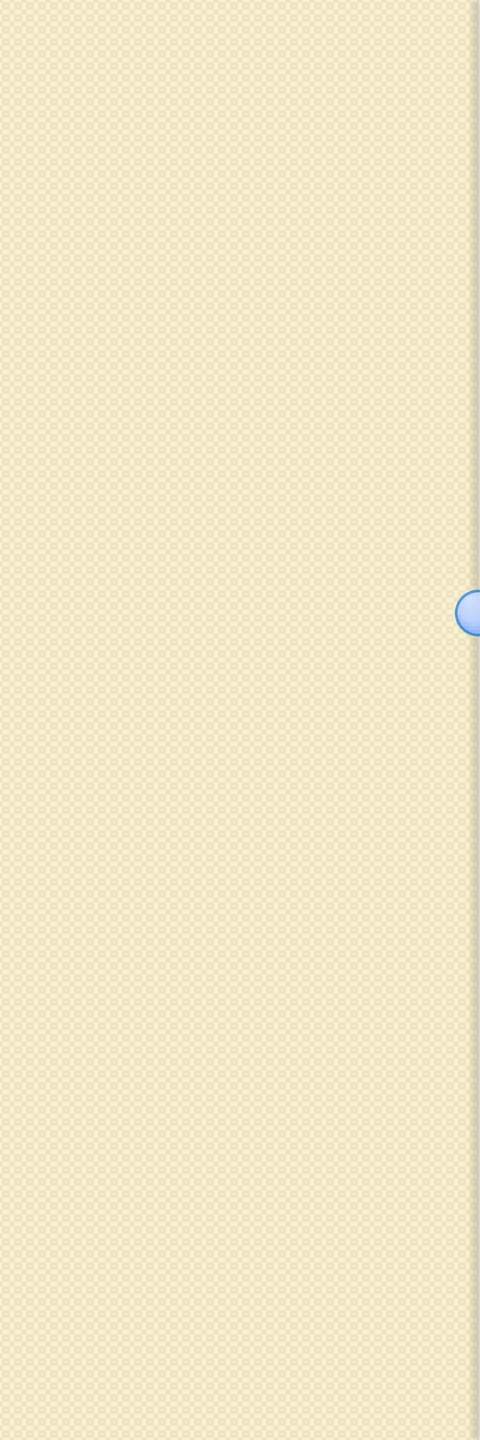
- Understand the property & big picture
- Not prepared for sales call
- Communication not concise
- Inconsistent systems & schedules
- Recommendations not followed
- Lack of planning regarding training
- Operations not monitoring sales numbers daily



Consultants

Your part in the relationship

- A broader vision and expertise
- Set the foundation for a goal orientated success
 - Setting standards for annual training & support schedule
 - Inventory & ordering plan
 - Evaluation criteria
 - Menu, treatment creation in synch with Concept, product line & goals



The View Questions
Vendor Questionnaire
Annual Calendar
Better Client Relations
Best Practices
Impact Revenue & Profits
Vendor Event/Promotions
Retail Product Sales
Success Stories

STRATEGIES

Vendor Questionnaire

1. What is the best way to connect with you? E-mail or phone
2. Is there a good time to call you?
3. How often do you like to be contacted?
4. How often would you like me to visit your spa?
5. How far out do you plan your promotional calendar?
6. How often do you offer incentives to your staff? What has worked?
7. Do you have an assistant or lead that you would prefer me to contact more often?
8. Are there any selling reports that can be shared with me to monitor my success with your spa?
9. Is there anything I should know about working with you and your spa?
10. Can I help merchandise the product and check it regularly when I visit?

**** Set the Stage ****

Annual Calendar

- Planning meeting 1-2 x year (Management)
 - Schedule trainings, inventory/order visits, merchandising assistance, specials & menu review, & communication
- Training 2 x year (Retail & treatment leads)
 - Product knowledge, sales, hands on
- Regularly scheduled visits to spa shop (Retail lead & staff)
 - Inventory & merchandising, orders, builds relationships

** Motivate * Increase bookings * Boost sales **

Better client relations

- Establish communications with the guest
- Make sure your employees are the best trained & happy
 - Sales cycle & sales triangle
- Every person involved with the guest contributes to the experience

** Educate * Empower * Cultivate loyalty **

Best Practices

- High level training – mandatory attendance
- Changing the mind set – sales outlined in job description & monitored
- Watch your numbers daily
- Clienteling - Follow-up with guest after departure
- Utilize your partners
- Streamline communication

** Practice excellence **

Impact revenue & profits

- Setting agreed upon pars for faster stock turn
- Partner in monitoring stock (retail & professional)
- Review of treatments booked to product revenue & setting goals
- Maximize return on retail space & improve “turn”
 - Determine appropriate revenue per square foot averages for your facility

** Manage what matters **

Vendor Event/Promotion

- Limited time frame
- Create a sales goal & analyze the value of the event
- Master Trainer provides services to guests at a premium rate
- Broad based marketing with “call to action” in promotions
- Create atmosphere in guest traffic areas – tasty treats, mini services, skin analysis, product samples/gift
- Retail display with vendor help during events

** Teamwork * Cultivate loyalty * Create excitement **

Retail Product Sales

- Set sales goals
- Estheticians: 30-50%
- Massage Therapists: 10-20%
- Retail can generate up to 45-60% of profit

** Set goals * Achieve Profits * Increase earning potential **

Success stories

- Teamwork: Save time allowing vendors to do stock counts
- Watch the Numbers: Service to retail ratio - review daily, realize sales at +70%
- Webinar Training: Sensible training dollars
- Booking Incentives: Can result in a minimum of +25% in revenue
- Retail Incentive: Increased revenue by a minimum of +50%

Q & A

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