

# Spa Management Agenda

By Nicholas Emeigh

## ❖ Front Desk

- Phones/Media
  - No internet/cell phone usage unless motivated by client or business needs
    - Phone/internet usage out of clients' earshot when unavoidable or on breaks
    - Cell phones out of clients' sight at all times
- Personal Appearance/Conduct
  - Lint-free, clean, all-black attire as per corporate guidelines
  - Stand and smile when all guests arrive, greet with time-specific pleasantries
  - Promote/sell all MT/LE's when booking and throughout visit
  - Stand and host the waiting area whenever possible, always selling
- Client Calls/Booking
  - Repeat all booking information to client before ending the call
  - "We look forward to meeting you" to any new client before "Thank you, goodbye"
  - Offer at least two upgrade options to each client when booking
  - Initiate dialogue about membership benefits with each new client when booking
  - Whenever possible, book facials after massages to ensure skincare product sales
  - Call clients with multiple unused packages to fill MT/LE's available appointments
  - Always offer to rebook clients after service even if the client refuses membership or the circumstances seem inconvenient. Call for assistance if needed. Never overlook rebooking or the offer of membership
- Feedback/Positive Reinforcement
  - Plus/Delta format for all feedback
    - Discipline/criticism is always preceded by a positive statement or praise
    - Positivity is promoted at ALL TIMES
    - Promotion of good behavior, customer service, and sales with praise
      - ◆ Weekly membership/upgrade tally sheet posted at front desk
      - ◆ Rewards/incentives for contests and/or salesmanship TBD
        - Complimentary massage/facial for winner(s)?

## ❖ MT/LE's and Scheduling

- Constant communication is key in staffing, especially during off-peak times
  - Knowledge of lead-time to ensure core coverage (3 females, 2 males)
  - Utilize "on-call" when scheduled MT/LE's are booked straight across
  - "On-call" MT/LE will be booked within lead time to lessen missed opportunity
    - Boost morale by increasing productivity and decreasing down time
  - Fixed schedules strictly enforced during peak times
  - Black-out request dates during holiday/peak time. ie: Mother's day, Spa Week
  - Ramp up availability to coincide with marketing/promotion
  - Set room assignments on weekends, holidays, and peak
  - Accurate and timely schedule assignments
  - Reasonable scheduling requests are honored with notice

## ❖ Opening/Closing:

- Maintain hygiene in all service rooms with help from front desk when available
- Spa Associate Prep
  - 8am start on Saturdays

- 9am start on Sundays
- 8:30 am start on weekdays
  - Open sign on / Walk-ins sign out daily
  - Candles in all rooms including couples and restrooms
  - Hot stones on in each room for upgrades
  - 4-6 hot towels in cabbies of MT/LE's who have 1st services
  - Fill paper towels, change toilet paper with one back-up in restrooms
  - Mirrors and sink surround cleaned
  - Front doors Windexed
  - Spa and wait area vacuumed
  - Cups and mints filled
- Nightly Responsibilities are focused on accounting accuracy
  - Ensure power is off to everything that has a plug in service rooms
  - Empty all trash
  - Tidy spa for the next day
  - Secure cash and deposit as per the accounting section
  - Secure spa for the night

#### ❖ **Accounting**

- Envelope for receipts and media labeled each morning
- Cash counted and ticket printed at open and close
- Tip report reviewed and MT/LE's settled at end of each shift
- Spa Associate must sign for the tip report
- Cash deposit placed in lock box and petty cash counted to settle
  - Create Deposit/Tip/Petty Cash Report in Excel
- Weekly inventory of back bar/retail each Tuesday
- Ordering done bi-weekly, monthly, or as-needed on Tuesdays

#### ❖ **Analysis/Management**

- Weekly "Big Picture" review with Megan, Maripat, or both
  - Comp analysis
    - TY/LY fiscal
  - Growth analysis
    - Requested MT/LE's
    - New memberships
    - Cancelled memberships
    - Memberships transferred out
    - Repeat guests
    - Loyalty
    - Overhead/Payroll
  - Membership and Product sales
  - MT/LE performance
  - Front desk/spa associate performance
  - Quest Star review and recognition
  - Facility maintenance and cleanliness
  - Discussion of local competition (sales, promotions, etc.)
- Monthly Spa Meetings
  - 30 minute cumulative review of all "Big Picture" metrics
  - After close of business on Saturday/before start of business on Sunday

- All team members
- Plus/Delta feedback format
- Open Door Policy
- 40+ hour management schedule, 24/7 accessibility
- No erratic ordering/emergency orders/supply runs
  - Every product and service can be measured and calculated
    - Costs are reduced, orders consolidated
    - Arrangements made, where applicable, with office supplier for sundries-- ordered regular intervals on designated Tuesday ordering day

#### ❖ **Marketing and Promotion**

- Work with assistant to grow inside and outside sales
  - During off-peak times, inform clients of "last-minute booking availability on Facebook/Twitter/Constant Contact.
    - Possible \$\$ off/free upgrade incentive
  - Create "Like us on Facebook" sign
  - DAILY promotion of Warrington spa on Facebook
    - Peak or off peak, daily posts remind clients to indulge
    - Post every corporate promo on facebook
    - Alternate promotions, new services (ie: lash tinting), and programs (ie: refer a friend, get ten spa dollars)
  - Create short YouTube clips of MT/LE's performing abbreviated services:
    - Hot Stone Massage
    - Cold Stone Facial
    - Cranial Sacral
    - "Meet the Crew"
    - Micro Zones
    - Lash Tinting
    - Peppermint Scalp
    - Exceptional Facials
  - Canvas local businesses (chair massage, skin analysis, mini facial, clean-up)
    - Bridal shops
    - Beauty Supply
    - Nail/Hair salons
    - Malls/department stores
    - Gyms
    - Hospitals/Doctor's offices
  - Quarterly visits to competing spas within a set radius