

About ISPA

For more than 15 years, ISPA has been recognized worldwide as the leading professional organization and voice of the spa industry. Founded in 1991, ISPA's membership is comprised of 2,500 health and wellness facilities and providers from 73 countries. ISPA strives to advance the professionalism of the spa industry by providing invaluable educational and networking opportunities, to promote the value of the spa experience to society and to be the authoritative voice of the spa industry.

ISPA has defined spa as "entities devoted to enhancing overall well-being through a variety of professionally administered services that encourage the renewal of mind, body and spirit. "

For more information on ISPA, call internationally toll-free at 1.888.651.4772 or 1.859.226.4326, write ISPA, 2365 Harrodsburg Road, Ste. A325, Lexington, KY 40504, USA or e-mail ispa@ispastaff.com. You may also visit the ISPA Web site at www.experiencispa.com.

Disclaimer

This Spa Operations Manual is intended to be a guide to assist in the effective implementation of operational procedures in the spa. It is not a comprehensive overview of all operating areas for application in each department and does not guarantee specific results. The information included has been obtained through sources ISPA members deemed as reliable, its accuracy and completeness cannot be guaranteed.

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ACKNOWLEDGEMENTS

The International SPA Association exists to provide quality education, networking opportunities and other benefits in order to raise the bar on service and success in the spa industry. Each year, tools are provided to members to assist in creating a business structure that is sustainable for the future and this manual builds upon the long-standing expectation of excellence.

This Spa Operating Manual is designed to assist spa directors, owners, managers and suppliers to the spas better understand the full scope of operational procedures that can be implemented in order to run an effective spa. These operating guidelines offer highlights of job descriptions, opening and closing duties for each of these positions, tips on encouraging staff to recommend product for home care in the Consultative Approach to Selling section, overview of common spa treatments and quick reference guide templates that could be customized by vendors and provided directly to spas.

An educational class is provided at the 2005 ISPA Conference & Expo along with the goal of future education on this topic in order to educate members on the best ways to utilize this amazing tool. The goal is to assist spas and resource partners in streamlining a process that can be overwhelming for some and ignored in some spas.

This project would not have been possible without the tireless work of a few individuals. Stephanie Doud – The Spa at Cooper Aerobics Center, Dana Stallings – Spa Velia, Mindy Terry – Creative Spa



Concepts and Deborah Waldvogel – Mii amo, and have contributed countless hours to making this manual a reality. Originally given to the association as seven manuals for review, these dedicated ISPA members, have taken the original information and implemented experience and hours in the spa industry to a manual that will benefit any individual that is just entering the spa industry to one that is a seasoned professional.

In the goal of focusing on players becoming leaders and leaders becoming legends, this is one way spa professionals can take the next step to learning how to become a legend in the industry.

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“INSERT YOUR LOGO HERE:

“INSERT YOUR MISSION STATEMENT HERE ”



“INSERT YOUR LOGO HERE”

STANDARD SPA JOB DESCRIPTIONS



FRONT DESK RECEPTIONIST JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Spa Front Desk Receptionist is responsible for the reception area at the spa. Includes the greeting of all guests, answering phone calls, assisting guests with questions regarding spa services and products, booking all appointments, checking the guest into the computer system and charging for services performed.

Duties and Responsibilities:

- Be on time for your shift.
- Properly open and close spa each day according to Standard Operating Procedures.
- Accurately book, change and cancel spa appointments.
- Acknowledge and greet everyone who enters and leaves spa facilities.
- Provide detailed descriptions of spa treatments, packages, services, facility features and hours of operation.
- Utilize spa computers with skill and proficiency.
- Maintain a Spa Desk Bank.
- Answer the phone promptly and use the guest's name throughout the phone conversation.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Maintain eye contact when addressing external and internal guests.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests, ensuring complete guest satisfaction.
- Maintain a clean; safe, fully stocked and well organized work area.
- Develop ability to work without constant direct supervision and remain at assigned post for extended periods of time.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.

Position Requirements:

- Must be detail-oriented and have ability to multi-task.
- Ability to be efficient and productive in a fast-paced environment.
- Must have enthusiasm and possess excellent customer service skills.
- Must possess basic math and money handling skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication, listening and computer skills.
- Must be a team player.

Education and Experience Requirements:

- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated above are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.

Staff Signature: _____ Date: _____



SPA ATTENDANT JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Spa Attendant is responsible for orientating guests to the spa facilities, greeting guests as they enter the facilities, and providing personal guest service. They are responsible for keeping the lounge areas neat, clean and stocked with all amenities.

Duties and Responsibilities:

- Be on time for your shift.
- Issue spa lockers, robes and slippers to guests and then escort guests to their lockers.
- Provide orientation tour, explaining spa amenities offered and answering guests' questions.
- Maintain a safe, clean and well-organized spa environment through consistent monitoring of the locker/facility area.
- Stock locker room supplies and amenities and maintain accurate supply lists and inventory sheets.
- Review guest appointment/schedules as needed.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Maintain eye contact when addressing external and internal guests.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests, ensuring complete guest satisfaction.
- Develop ability to work without constant direct supervision and remain at assigned post for extended periods of time.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.

Position Requirements:

- Ability to be efficient and productive in a fast-paced environment.
- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills.
- Must be a team player.

Education and Experience Requirements:

- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description

Staff Signature: _____ Date: _____



MASSAGE THERAPIST JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Massage Therapist administers professional massage and body treatments to our guests. They must have a thorough knowledge of numerous massage modalities, possess a general understanding of body treatments and be willing to train in our spa's specific massage and body treatment offerings. They must possess excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide wellness solutions to meet the needs of our guests. They must hold and maintain a current state license.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform services within the appropriate time allotted for the service.
- Provide consistent professional massage and body treatments in accordance with spa protocols and accepted certification practices.
- Effectively inform and educate our guests about specific wellness concerns.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and use proper amounts of product to assist with cost controls.
- Have complete knowledge and understanding of all services and products offered.
- Uphold the standards of sanitation and sterilization as directed by law and the spa's policies and procedures.
- Perform prep work, properly clean and restock room as required.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.
- Actively promote the spa, treatments, services and retail, as well as programs, promotions and/or discounts available.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests.
- Possess the ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Must hold and maintain a current state license
- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.

Staff Signature: _____ Date: _____



ESTHETICIAN JOB DESCRIPTION

Reports to: «INSERT HERE»
Department: «INSERT HERE»

Job Summary:

The Esthetician administers professional facials, waxing services and «INSERT ANY OTHER SERVICES SPECIFIC TO YOUR SPA HERE» to our guests. They must possess a thorough knowledge of the skin, have excellent facial massage and skin extraction techniques, possess excellent cleanliness and sanitation skills and be willing to train in our spa's specific facial treatment offerings. They must possess excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide wellness and beauty solutions to meet the needs of our guests. They must hold and maintain a current state license.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform services within the appropriate time allotted for the service.
- Provide consistent professional facial and body treatments in accordance with spa protocols and accepted certification practices.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and use proper amounts of product to assist with cost controls.
- Have complete knowledge and understanding of all services and products while educating and training guests in these areas.
- Actively promote home care programs, meeting minimum retail sales goals.
- Uphold the standards of sanitation and sterilization as directed by law and the spa's policies and procedures.
- Perform prep work and properly clean and restock room as required.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests, ensuring complete guest satisfaction.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.
- Possess ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Must hold and maintain a current State license
- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.



Staff Signature: _____ Date: _____



NAIL TECHNICIAN JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Nail Technician performs professional nail, hand and foot treatments. They must possess a thorough knowledge of the nails, including a basic knowledge of hand and foot massage techniques and a neat application of polish. They must possess excellent cleanliness and sanitation skills and be willing to train in our spa's specific nail service offerings. They must possess excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide beauty solutions to meet the needs of our guests. They must hold and maintain a current state license.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform services within the appropriate time allotted for the service.
- Provide consistent professional nail, hand and foot treatments in accordance with spa protocols and accepted certification practices.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and use proper amounts of product to assist with cost controls.
- Have complete knowledge and understanding of all services and products while educating and training guests in these areas.
- Actively promote home care programs, meeting minimum retail sales goals.
- Uphold the standards of sanitation and sterilization as directed by law and the spa's policies and procedures.
- Perform prep work and properly clean and restock work area as required.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests ensuring complete guest satisfaction.
- Possess ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Must hold and maintain a current State license
- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.



Staff Signature: _____ Date: _____



HAIR STYLIST JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Hair Stylist performs professional cuts, styles, chemical services and therapeutic hair and scalp treatments. They must possess and maintain knowledge of current hairstyles and trends. They must possess excellent cleanliness and sanitation skills and be willing to train in our spa's specific hair and scalp service offerings (**IF APPLICABLE**). They must possess excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide beauty solutions to meet the needs of our guests. They must hold and maintain a current state license.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform services within the appropriate time allotted for the service.
- Provide consistent professional hair treatments in accordance with spa protocols and accepted certification practices.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and use proper amounts of product to assist with cost controls.
- Have complete knowledge and understanding of all services and products while educating and training guests in these areas.
- Actively promote home care programs, meeting minimum retail sales goals.
- Uphold the standards of sanitation and sterilization as directed by law and the spa's policies and procedures.
- Perform prep work and properly clean and restock work area as required.
- Communicate to management any and all occurrences involving staff or guests in the spa or salon that require attention.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Handle guest's questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests ensuring complete guest satisfaction.
- Possess ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Must hold and maintain a <<CURRENT STATE>> cosmetology license
- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.

Staff Signature: _____ Date: _____





MAKEUP ARTIST JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Makeup Artist provides consultation and application services in the art of makeup application. They must possess and maintain knowledge of current makeup trends. They should have a broad understanding of color symmetry/coordination and understand the use and effects of different textures (frost, shimmer, etc.) They must possess a good eye for detail and style and have the ability to create an image for the guest's needs/social event using different makeup colors, textures and application techniques. They must possess a technical understanding of product ingredients to minimize/avoid allergic reactions. They must possess excellent cleanliness and sanitation skills. They must have excellent communication skills and be able to learn the product and service knowledge necessary to effectively provide beauty solutions to meet the needs of our guests.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform services within the appropriate time allotted for the service.
- Provide consistent professional consultations and applications in accordance with spa protocols.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and tools and use proper amounts of product to assist with cost controls.
- Have complete knowledge and understanding of all services and products while educating and training guests in these areas.
- Actively promote home care programs, meeting minimum retail sales goals.
- Uphold the standards of sanitation and sterilization as directed by law and the spa's policies and procedures.
- Perform prep work and properly clean and restock work area as required.
- Communicate to management any and all occurrences involving staff or guests in the spa that require attention.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Handle guests' questions and concerns professionally and courteously'
- Provide accurate, appropriate and immediate responses to all requests by guests, ensuring complete guest satisfaction.
- Possess ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.



Staff Signature: _____ Date: _____



FITNESS INSTRUCTOR/PERSONAL TRAINER JOB DESCRIPTION

Reports To: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Fitness Instructor is certified to lead classes and perform Personal Training sessions and private classes for the guest. They are fitness professionals with extensive experience in the fitness field. The Fitness Instructor must be knowledgeable of all fitness offerings at the spa, hold current certifications and have previous experience. They must possess excellent customer services skills in order to provide the highest quality environment and instruction that will meet the needs of our guests in the area of health and exercise.

Duties and Responsibilities:

- Be on time for your shift, prompt with each appointment and perform sessions with total focus on safety, attention and timeliness.
- Provide consistent professional fitness class and personal training sessions in accordance with spa protocols and accepted certification practices.
- Be flexible with your schedule, supporting the needs of the spa.
- Properly care for equipment and maintain fitness equipment.
- Maintain a clean, well-organized and stocked fitness area.
- Have complete knowledge and understanding of all fitness offerings while educating and training guests in these areas.
- Perform administrative duties in a complete, organized and accurate manner.
- Communicate to management any and all occurrences involving staff or guests in the spa or fitness area that require attention.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests ensuring complete guest satisfaction.
- Possess ability to work without direct supervision.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position requirements:

- Must have enthusiasm and possess excellent customer service skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication and listening skills, as well as basic computer knowledge.
- Must be a team player.

Education and Experience Requirements:

- Must have National Certification
- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description

Staff Signature: _____ Date: _____



RETAIL CONSULTANT JOB DESCRIPTION

Reports to: «INSERT HERE»

Department: «INSERT HERE»

Job Summary:

The Spa Retail Consultant is responsible for the sale and service of all retail products to guests. They are responsible for maintaining the retail area of the spa in a clean and orderly manner. The Retail Consultant should be knowledgeable of the features and benefits of all retail offerings, product sales and promotions. They must understand how to effectively recommend products to meet the needs of our guests.

Duties and Responsibilities:

- Be on time for shift.
- Properly open and close retail area each day according to Standard Operating Procedures.
- Acknowledge and greet everyone who enters and leaves the retail area.
- Actively promote and provide detailed descriptions of retail products, sales and special promotions.
- Assist guests with appropriate retail selections.
- Handle product inquiries and returns professionally and courteously, ensuring complete guest satisfaction.
- Utilize spa retail sales system with skill and proficiency.
- Maintain Retail Bank.
- Regularly crosscheck physical inventory with computer inventory to manage/avoid shrinkage and to ensure appropriate inventories are available.
- Regularly create and change product displays to promote various products, seasons and holidays.
- Meet monthly/quarterly sales goals as outlined by management.
- Actively promote the spa, treatments, services, sessions and retail, as well as programs, promotions and/or discounts available.
- Maintain eye contact when addressing external and internal guests.
- Handle guests' questions and concerns professionally and courteously.
- Provide accurate, appropriate and immediate responses to all requests by guests.
- Maintain a clean; safe, fully stocked and well organized work area.
- Ability to work without direct supervision and remain at assigned post for extended periods of time.
- Maintain a positive attitude and contribute toward a quality work environment.
- Regularly attend, participate in and support training and staff meetings for the spa.
- Assist in all areas of spa operation as requested by management.

Position Requirements:

- Ability to be efficient and productive in a fast paced environment.
- Must be detail and multi-task oriented.
- Must have enthusiasm and possess excellent customer service skills.
- Must possess basic math and money handling skills.
- Enjoy working with people and possess a friendly and outgoing personality.
- Excellent communication, listening and computer skills.
- Must be a team player

Education and Experience Requirements:

- Minimum of «INSERT YOUR SPAS EXPERIENCE REQUIREMENTS HERE»
- «INSERT ANY OTHER REQUIREMENTS HERE»

Note All duties and requirements stated are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description

Staff Signature: _____ Date: _____



INSERT YOUR LOGO HERE

Spa New Hire Checklist



SPA NEW HIRE CHECKLIST

Name of Staff

Date of Hire

Department

Position

PLEASE CHECK EACH ITEM AS IT IS DISCUSSED 

1. INTRODUCTION

- Department Heads & Assistants
- Associates in Department
- Tour of Work Area
- Philosophy/Mission Statement
- Hours of Operation
- Organizational Chart of All Departments/Facility

2. EXPLAIN SCHEDULING

- Work Schedule
- Hours of Work
- Meal and Break Policy

3. EXPLAIN ATTENDANCE REQUIREMENTS

- Attendance & Punctuality
- Reporting Absences/Call-in Procedure
- Notification of Return to Work
- Clock in/out procedures

4. EXPLAIN PERSONAL FACILITIES

- Location of Restrooms
- Location of Lockers

5. EXPLAIN GENERAL RULES

- Appearance, Hygiene and Conduct
- Smoking Policy
- Accident and Emergencies
- Personal Phone Calls and Mail
- Leaving Department Work Area
- Handbags and Packages (Random Inspections)
- Returning to the Facility After Work
- Uniforms (Who and How to Maintain)
- Parking
- Name Tag

6. EXPLAIN TRAINING PROGRAM

- Who will train/assign trainer
- Review Computer Training Manual
- New Hire Packet
- Review Training Schedule
- Successfully Complete Certification Exam

7. EXPECTATIONS OF POSITION

- Job Description



- Checklists
- Guest Greeting
- Customer Service/Follow-through
- Accuracy, Efficiency, Selling Skills
- Department Standard Operating Procedures (SOPs)
- Incentives
- Treatment and Product Knowledge

8. COMPANY POLICIES

- Evaluation/Review Process
- Counseling and Disciplinary Procedures
- Transfer Policy
- Supplies and Requisitions
- Staff Recognition Program
- Pay Period/Handling Discrepancy
- Insurance Procedures
- Leave of Absences
- Holiday, Sick, Vacation Pay
- Tip Reporting (if applicable)
- Safety Procedures

9. STAFF USE OF FACILITIES

- Expectations
- Procedures

I certify that all of the above items have been discussed with me, and I have a thorough understanding of what is expected of me.

Signature of Department Head

Date

Signature of Staff

Date



INSERT YOUR LOGO HERE

**STANDARD INFORMATION FOR
ALL SPA DEPARTMENTS**



TREATMENT ROOM STANDARDS – MASSAGE THERAPIST

Treatment room should look the same at the start and end of every shift.

The set up for each day should include. <<Insert your spa requirements here>>.

- Print schedule and choose room.
- Bring oils into room.
- Prepare hot towels for neck wraps and back wrap.
- Prepare cool forehead compresses.
- Check client schedule for types of services during your shift. *(Should also check client history for past experience.)*
- In all rooms: Turn on fountains, dim lights and bring tables down so skirt touches the floor.
- Room audio system should be on.
- Table set up.
 - Heat blanket.
 - Skirt.
 - Sheet for client to lie on.
 - Sheet for client to cover with.
 - Comforter/blanket to cover with.
 - Blankets and sheets should hang evenly around the table and should cover the cords under the table
 - Face cradle cover.
 - No towels should be on the counter tops or in view of client
 - No bolsters should be showing in rooms ever. They should be kept in the tall closet.

END OF SHIFT

- Raise table all the way up at end of shift. (P.M shift only)
- Fill oil bottles
- Bring oils and cream to product room, refill and place in designated area. This must be done before you leave.

ROOM CHECKLIST for completion:

- Fill fountains.
- Fill soap.
- Fill alcohol.
- Turn off tables and raise them.

END-OF-DAY/EVENING: Bring bins back to laundry area.

CLEANLINESS	
Wipe down all door handles.	Turn off cabby. Wipe inside and out.
Wipe cabinet handles and doors.	Wipe room door.
Wipe table control.	Wipe face cradle handle.
Turn off stones.	Fill stones to appropriate level.
	IF TIME: Wipe down shelves and stock cart.



Treatment room should look the same at the start and end of every shift.

The set up for each day should include. <<Insert your spa requirements here>>.

- Techs to set up rooms for day.
- Bring towels and product from product area to assigned treatment room.
- Make hot towels for the day.
- Prepare cool forehead compresses.
- Check client schedule for types of services during your shift.
- Turn on hot waxer.
- Fill soap, alcohol, and steamer.
- Start steamer so it's warm and ready.
- Turn on the ceramic heating blanket.
- Layer treatment tables with sheets needed for the day.
- Replenish: Wellness/product cards, business cards, Skin Authority waivers.
- Room audio system should be on.
- Techs to set up tables.
 - Ceramic heating blanket.
 - Green towel.
 - Sheet for client to lay on.
 - Sheet for client to cover with.
 - Blanket to cover with.
 - Blankets and sheets should hang evenly around the table.
 - Flower stalk on top of comforter
 - Towels in view of client should be folded to perfection. They should not be used unless absolutely necessary. If they are used, new towels should be folded perfectly and replaced.
 - Cabinet doors should be closed where possible.
 - All bottles out of client view where possible.
 - Fill all bottles and clean thoroughly before restoring in stock room.

END OF SHIFT

- Wipe off door handles, cabby, door to room and table control.
- Wax should be off
- Restock all product used!!!!
- Wipe insides of drawers and cabinets.
- Clean and refill steamer.
- Check duty list to ensure all is done.
- Raise treatment table all the way up at end of shift.

- Towel cabby.
 - Remove all towels.
 - Wipe off door.
 - Empty tray.
 - Wipe inside rubber lip on door

- Restock the treatment rooms.
 - Pillow cases at head of table: Two stacks of 12.
 - Sheets under the table: Two stacks of 12.
 - 1 blanket under table.
 - Similar numbers in cabinets.



BASIC GUEST SERVICE STANDARDS

The success of our spa is built on the foundation of excellent guest service standards. Each staff member contributes to the overall guest experience. If a guest receives exceptional service from one staff member and poor service from another, that guest may decide not to return. To avoid such discrepancies in service, it is crucial that each staff member follow and adhere to these standards:

- Greet the guest entering the spa with a pleasant and friendly greeting such as, “**«INSERT SPA GREETING HERE»**” If they are regular or repeat customers, welcome them back to our spa with a greeting like, “**«INSERT YOUR WELCOME HERE ».**”
- If speaking to a guest on the phone, use caller ID if available to acknowledge the guest's name. For example, “**«INSERT YOUR GREETING HERE».**” If you are uncertain about the guest's name, obtain their name early in the conversation (for example: To better serve you, may I obtain your last name?)
- Be attentive to the guest at all times. Maintain a friendly, “on-stage” attitude while dealing directly with a guest.
- When experiencing a high volume of guests at the spa, make sure to gain eye contact, smile and acknowledge each individual. Always let the guest know that you will be right with them. This will eliminate frustration and impatient guests. When a guest knows you are aware of their presence, they are usually comfortable with waiting their turn.
- Close discussions with a warm and friendly salutation such as, “**«INSERT YOUR SALUTATION HERE».**” This will provide a positive last impression on conclusion of their interaction with you.
- It is important to use positive language when speaking to our guests. Guests do not need to know why we cannot accommodate a requested service, only what we can do and at what time. Be enthusiastic when assisting them.
- Vocal pitch and tone should be enthusiastic and sincere, yet steady and calm. Guests have come here to relax, and it is part of our job to convey a sense of serenity to our guests. The tone of your voice will let them know they will be having a pleasant, stress-free experience while they are here.
- Be aware of how you are being perceived by the guest. Do not act condescending, irritated or inconvenienced. Vocal tone, eye contact and body language should be consistent and straightforward.
- Slang such as “*honey,*” “*sweetie,*” “*dude,*” etc., are **not acceptable** forms of communication between staff and guests.

Phrases to avoid:

- ✓ “*I don't know.*”
- ✓ “*I can't (we can't) do that.*”
- ✓ “*You'll have to...*”
- ✓ “**NO**” at the start of a sentence.

Alternate acceptable phrases:

- ✓ “*One moment while I check on that.*”
- ✓ “*Could we do this...?*”
- ✓ “*Instead, may I suggest...?*”



BASIC GUEST SERVICE STANDARDS

- No personal conversations should occur anytime a guest is near. All conversations between associates should be terminated immediately when a guest approaches.
- **Conversations regarding complaints, problems or situations should never be discussed in front of guests.** They do not need to hear about our operational problems. It gives the impression that we are not professional nor in control.
- Do not complain about your co-workers. Gossip, or the discussion of anything unrelated to business while guests are present is not acceptable or allowed at any time. These conversations should be made with supervisors and/or the director, not with co-workers.
- Do not have personal items lying out in your work area. To avoid an unprofessional appearance, personal beverages, food and gum are not allowed in the spa, except for in designated staff areas.
- The front desk is to be attended at all times. Under no circumstances should the front desk be left without a staff member for any amount of time.
- Please use good posture while in the presence of a guest. Do not lean, sit or slouch. Never cross your arms in front of you while the guest is speaking to you. Exercise proper judgment, knowing your body language adds to the first impression.
- Staff members are not to approach guests for personal reasons. Though all of our members and guests are treated as VIPs, celebrities and high-profile guests frequently visit the spa. When they do, staff is not permitted to ask for autographs and/or pictures, or to approach them for any personal reason. Discussing their presence in the spa with other members or guests is also prohibited.



BASIC GROOMING STANDARDS

When employed in an industry focused on health, wellness and beauty, good grooming is essential. It shows our guests we not only work in the spa industry, but also live its principles and philosophies. Staff must follow good grooming and hygiene habits daily.

- Shower
- Use deodorant and avoid strong perfume.
- Take necessary steps to avoid coffee/cigarette breath or any other offensive breath odors.
- Hands and nails are to be kept clean, and nails should be at medium length without bright or chipped polish.
- Makeup should create a natural look.
- Hair:
 - must be neatly trimmed
 - no wet hair
 - women - long hair is to be pulled away from face
 - hair decorations must be kept conservative
 - men - hair should not be below collar
 - moustaches should be neatly trimmed
 - beards are not permitted
- No earrings for men.
- No tongue rings or visible piercings on the face other than the ear.
- Always wear your nametag.
- Always wear proper uniform or work attire.

UNIFORMS

- If shorts or skirts are worn, hem lengths should remain modest and professional.
- Uniform should be clean, pressed and in good repair, including shoes.
- If you have the hotel or cleaners clean your uniform, you will need to pick it up prior to your shift.
- Do not appear at the front desk until you are in complete and correct uniform attire, this includes makeup, hair and nametag.
- Allow enough time to change into uniform before shift begins.
- No pins are allowed on uniform except «INSERT YOUR SPA NAME HERE” pin.

UNACCEPTABLE JEWELRY

- Large or chunky necklaces
- Large, dangling or flashy earrings
- Earrings on men
- Tongue rings or facial piercings

ACCEPTABLE JEWELRY

- Earrings: gold, silver or pearl drops
- Simple rings
- Wristwatch
- Simple gold or silver chains/bracelets

RETURNING UNIFORMS

All uniform clothing must be returned to your immediate supervisor upon termination of employment, or transfer to another department.

INAPPROPRIATE ATTIRE IN THE WORKPLACE

- Workout/athletic attire
- Medical scrubs
- Jeans, leather or animal-print pants
- Strapless clothing
- Any clothing with spaghetti straps, revealing backs, midriffs or cleavage
- Tight-fitting clothing
- Skirts higher than 2 inches above the knee
- Skirts with a side slit halfway up the thigh or higher



SPECIFIC DEPARTMENT ATTIRE

As each position in the spa requires different skills and expertise, the proper work attire will vary accordingly. Following are the attire requirements for each department of our spa:

FRONT DESK RECEPTIONIST

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

SPA ATTENDANT

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

MESSAGE THERAPIST

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

ESTHETICIAN

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

NAIL TECHNICIAN

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

HAIR STYLIST

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

MAKEUP ARTIST

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

FITNESS INSTRUCTOR/PERSONAL TRAINER

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

RETAIL CONSULTANT

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

SPA CHEF

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

CAFÉ ATTENDANT

- «INSERT YOUR SPA SPECIFIC UNIFORM STANDARD HERE».

Additions or changes to any spa uniforms may be made at the management's discretion.



Whether your primary responsibilities include answering the phone, or you are simply lending a hand when needed, good telephone etiquette is a must. Generally, the first contact a guest has with our spa is over the telephone. We always want to ensure that the initial impression of our facility is a positive one. To ensure this, the following standards should always be used:

- Telephone should be answered within 3 rings or less.
- Each call should be answered using the same greeting. For example, "*Thank you for calling «YOUR SPA», this is _____, how may I assist you?*"
- If applicable, intercom or calls transferred from other departments should be answered with your location and name. For example, "*Spa Front Desk, this is _____, how may I assist you?*"
- If you must put a caller on hold, you will need to ask them permission to do so. Say "*May I please place you on hold?*" or, "*Can you hold a moment please?*" If the answer is no, then apologize to the guest and ask if you can get a phone number to call them back when you are not so busy. If that is not acceptable to the guest, then you must finish assisting them.
- When you place a guest on hold, do not allow them to hold for longer than 30 seconds. If this is not possible, inform the guest you might be a few minutes, and ask if they prefer you call them back. If so, obtain the phone number and repeat the number to avoid errors. Additionally, always thank the guest for holding. For example, "*Thank you so much for holding, how may I assist you?*"
- Personal phone calls should be limited to lunch and break times. If a personal call must be made, it is not permitted to do so in the presence of a guest; any personal calls must be terminated upon the arrival of a guest.
- If you receive a phone call for a manager, please ask the caller's name and what the call is regarding. Next, call the manager's office and brief the manager about the call. Then transfer the call to the office.



Regardless of all the steps we take to ensure the best possible service for our guests, it is impossible to prevent all complaints. Often times what matters to the guest is not the problem itself, but how the problem is handled. The following standards will help guide you through these unfortunate situations and present you with the opportunity to transform an unpleasant experience into an exceptional one:

- Stop whatever you are doing and face the guest.
- Listen to the guest's complaint without interruption. Take notes if needed.
- Address the real problem. Repeat back what the guest has told you and ask any questions to make sure you understand the entire circumstance.
- Thank the guest for bringing the problem to your attention.
- Apologize for the problem; remember not to take the situation personally.
- Agree to a solution if possible. Follow up to ensure that proper action was taken. Make sure to inform your manager of the incident.
- If you are unable to find a solution, you should contact a manager to resolve the matter. Try to give the manager as much information as possible about the situation before they speak to the guest.
- Always remain calm and avoid becoming defensive or hostile.
- If a guest becomes hostile and you feel threatened, remain calm and do not become defensive. Politely tell the guest that you will get someone whom will better assist them. Call your manager (or security, if applicable.) Verbal abuse is not tolerated.

**** Please Note:** A list of code words or terms may be developed to inform the manager and/or security of the situation without the guest's knowledge. This will enable the manager to be better prepared for the situation.



Spas are havens for the health, wellness and beauty-minded. Maintaining cleanliness standards that our guests not only expect and are required by law takes the effort of every member of our staff. Each team member should continually be proactive in efforts to maintain a meticulously clean and inviting spa environment. Not only will strict adherence contribute to our goal of providing our guests with an exceptional experience, it will ensure the safety of both our guests and staff.

- Walls, ceilings, floors, furniture and equipment must be free from dust and debris.
- Showers, steam rooms, toilets, shampoo bowls, sinks and service sinks must be thoroughly cleansed and sanitized daily.
- Pedicure/manicure soaking units, hydrotherapy tubs, steam capsules, wet treatment beds, etc., that guests come in direct contact with must be thoroughly cleaned and sanitized after each use.
- After each use, towels, sheets, robes, slippers, facial smocks, etc. must be placed in a covered/enclosed container until properly laundered.
- The use of any article that is not properly cleansed and sanitized is prohibited.
- All waste material must be removed daily. Garbage should be stored in a covered washable container and should not be left in the facility overnight.
- Professional implements and tools should be cleansed thoroughly with soap and water and sanitized by using recommended disinfectants approved by the appropriate state agency.
- Creams, lotions and other cosmetics for use by guests must be kept in sanitary, closed containers.
- Pets are prohibited in our spa.

Wet Disinfection Standards

- All tools and implements, except those which come in contact with blood or bodily fluids, should be disinfected by complete immersion in any EPA registered, hospital grade, bacterial, virucidal and fungicidal disinfectant that is prepared and used according to the manufacturer's directions.
- All tools which come in contact with blood or bodily fluids must be disinfected by complete immersion in any EPA registered, hospital grade and tuberculocidal disinfectant that is prepared and used according to the manufacturer's directions.

Dry Disinfection Standards

- After thoroughly washing in detergent and warm water, items may be disinfected using ultra-violet ray exposures according to the ultra-violet equipment supplier's recommendations, provided that lamps are replaced and dates of replacement recorded as indicated by test results.

Storage Standards

- Disinfected implements should be stored in a disinfected, dry and covered container (any EPA-approved dry disinfectant may be used).

«INSERT YOUR STATES SPECIFIC STANDARDS WHERE APPLICABLE».



Gratuity is defined as "something given over and above what is due." We must remember that a gratuity is a gift, not an obligation. By striving to always exceed our guest's expectations, you will better position yourself as a recipient of these "gifts of gratitude." Following are important standards to remember:

- Gratuities are never to be solicited from the guest by the technician. Only the receptionist may ask at closing of service.
- If a guest asks for a recommendation, 15% - 20% may be quoted as customary.
- During the sale of gift certificates, the guest is to be asked by the receptionist, as a courtesy to the recipient of the gift certificate, if they would like to include gratuities.
- Cash gratuities exchanged in the treatment rooms are the responsibility of the individual technicians to declare for tax purposes.
- **«INSERT YOUR SPA'S GRATUITY DISTRIBUTION PROCEDURE HERE».**



Sexual harassment is illegal under Title VII of the Civil Rights Act of 1964 as amended. The Equal Employment Opportunity Commission enforces violations. Sexual harassment is defined as "intentional or unintentional, unwelcome sexual attention, advance, requests for sexual favors, and other verbal or physical conduct of sexual nature by one individual to another."

Sexual harassment to a fellow staff member or guest, or by a fellow staff member or guest, is an extremely serious matter and is not condoned nor tolerated. At no time during a service should a guest or technician feel uncomfortable due to the interaction that is taking place. Technicians need to be extremely sensitive to how the guest is responding to the massage, body treatment or facial. This includes being aware of non-verbal cues indicating discomfort.

Proper draping techniques should be observed at all times. Regardless of a guest's request not to be draped, ALL guests should be properly draped at ALL times. Guests must be assured prior to services that all services are performed in a professional and modest manner.

- The only part of the body that should be exposed is the area that is currently being treated.
- Genitalia and the female breasts should never be unnecessarily exposed. Small hand towels work nicely during massage and body treatments to maintain the privacy of our guests.
- If a female guest requests abdominal massage, the therapist must properly drape the guest to avoid any exposure of the breasts. A towel should be placed over the breast area prior to removing the sheet.
- For the comfort level of guests new to massage and/or body treatments, the technician should not massage any closer then six inches to the genital area.
- If desired, a guest may wear undergarments throughout the duration of a massage, or a swimsuit for body/bath treatments. However, guests should be informed that some body treatments might stain clothing.
- During a session, it is unacceptable for a therapist or guest to make inappropriate remarks or body contact that would suggest sexual intentions. All language and contact must remain on a professional and technical level.

Any staff member who is found in violation of any of these policies will be subject to appropriate disciplinary action, which could include termination.



SEXUAL HARRASMENT BY A GUEST

In the event a guest takes inappropriate actions, the technician must stay calm and keep a clear head. This type of situation is not only uncomfortable for the technician, but can be for the guest and manager, as well. The following guidelines should be considered:

- Rather than jumping to conclusions, use common sense to determine whether the behavior was deliberate or unintentional. This will help to avoid unnecessary guest embarrassment.
- Sometimes guest behavior can be incorrectly interpreted by a technician. For example, a guest is receiving a massage and the room is too warm for their comfort. They might unintentionally expose themselves while trying to adjust their sheets or blankets. If this occurs, the technician should quickly adjust the sheets for proper coverage and ensure the guest is comfortable. If the technician feels the action was deliberate, they should inform the guest of our spa policy – that all guests must be properly draped at all times – and continue with the massage.
- In the event a guest says or displays physical gestures/contact that could be construed as sexual, the technician should inform the guest that they are a licensed (massage, esthetician, etc.) professional, and if the service does not remain on a professional level, it will be terminated immediately.
- Once warned, if the guest persists with inappropriate behavior, inform the guest that their service is finished. Leave the room and immediately report the incident to the appropriate manager. Provide the manager with as much detail as possible, including the guest's name so appropriate management action can be taken.
- Keep in mind a guest might have ongoing contact with staff members or guests of our spa. It is very unprofessional to gossip about the situation with other staff members or guests.
- **«INSERT YOUR SPA'S SPECIFIC GUEST HARRASMENT PROCEDURE HERE».**



INSERT YOUR SPA LOGO HERE

**SPECIFIC DEPARTMENT PROCEDURES FOR:
FRONT DESK RECEPTIONIST**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities and your enthusiasm. We hope you will find your career here very rewarding and challenging.

As a front desk receptionist, you are the most visible person in the spa. Our guests will determine whether they want to utilize our services based almost solely on their interaction with you. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency, while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of front desk receptionist. We hope you will find it useful and informative. For the next <<FEW WEEKS>> our trainers will be educating you on the fine art of booking, greeting and closing out our spa guests as well as product and treatment knowledge. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



BOOKING APPOINTMENTS

- When a guest asks to make an appointment, you must determine what services they want, time and technician request (if any).
- If they are booking a massage, ask them if they prefer a male or female therapist and be certain to enter it in the computer.
- Many guests are not educated about our service offerings. You must be able to explain each service and differentiate between similar services. The "Quick Glance Guide" will assist you in the process. If the guest is in the facility and booking services for a future date, provide them with a menu of services. If the guest calls in to book an appointment and time permits, offer to mail them a menu of services. You may also refer them to our Web site **(IF APPLICABLE)** prior to booking their service.
- When an appointment is being scheduled for spa guests, you must obtain:
 - ✓ First and last name
 - ✓ Room or credit card number to secure appointment
 - ✓ Name the room is registered under or telephone number
 - ✓ Preferences or special notes
- Log the service in the appropriate time and date slot on a hard copy of the schedule. In the event of power or computer failure, the hard copy will serve as a back up. The hard copy also serves as a tool for trouble shooting any incorrect or unbooked appointments.
- If the guest will be visiting our spa for the first time, advise them to arrive 15 minutes early prior to their service in order to fill out the necessary guest intake forms.
- Always inform the guest of our cancellation policy **«INSERT YOUR SPA POLICY HERE»**. Obtain a credit card number and inform the guest that the number is held to secure their appointment. The card will only be charged in the event that they had a no show or cancel the appointment outside of the time specified in the cancellation policy.
- **IF APPLICABLE**, inform the guest that "day-use" of the entire facility is included with their service. They are welcome to use the fitness equipment, wet areas or relaxation lounge prior to or following their treatment(s). If they desire to use the facility prior to their scheduled treatment, they must check-in and pay for their service at that time, even if they plan on leaving and returning later for their treatment.
- Finally, to ensure accuracy, always conclude the call by repeating back the reservation date, time, service selected and technician requested, if any. This step will greatly assist in reducing reservation errors by catching them at the time of booking.



SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests; it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa but will affect your individual success in this industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the technicians, the receptionist will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Technicians may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if a technician is not trained in all services.
- Technicians are not allowed to refuse or trade services unless they arrange to do so with another technician qualified to perform said service. In the event of a change, the technician must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with the technician's schedule or guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Spa receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which could include termination.

SPECIFIC INFORMATION FOR BOOKING APPOINTMENTS

Because some spa services are treatment-oriented, certain considerations should be taken when the guest is booking their appointment. In some cases, receptionists must combine common sense with the knowledge of the guest's needs to determine the treatment that is best suited for them. The following are simply guidelines that should be considered and/or followed when booking spa treatments:

Massage

- To help your guest determine which type of massage will best suit their needs, ask the following questions «**INSERT YOUR SPA'S APPLICABLE SERVICE BELOW, WHERE ITALIZED**»:
 - Need to relax? Try *Swedish Massage*, *Aromatherapy* or, if you like your feet worked on, *Reflexology*.
 - Do you have knots, problem areas or prefer firmer pressure? Try *Deep Tissue*, *Sports Massage* or, if you would like to try an alternative method, *Acupressure*.
 - Want to experience something unique? Try *Hot Stone* or *Reiki*.
 - Athletically inclined? Before or after your workout, try our *Sports Massage*.
 - Looking for something truly luxurious and indulgent? Try "*Your facility's signature treatment*" or a *Multi-therapist Massage*.
- The guest may be advised to arrive at least 15 minutes early to shower before the treatments or enjoy our spa's amenities **(IF APPLICABLE)**.



Body Treatments

- Do not shave the legs or body hair before a treatment.
- Avoid sun exposure and waxing services before or after a treatment.
- Guests experiencing heavy menstrual flow should avoid treatments utilizing heat until their flow is lighter. (Heat will increase the flow of blood.)
- Guests with a substantial condition of varicose veins should avoid treatments with heat in the leg area.
- Guests with heart conditions should limit treatments that utilize heat. For severe heart conditions, treatments requiring heat should be avoided altogether.
- Guests with iodine sensitivities and hyperthyroid conditions should avoid treatments utilizing seaweeds.
- Guests with considerably high blood pressure should not have treatments utilizing heat.

Hydrotherapy Bath Treatments

- Guests experiencing heavy menstrual flow should avoid bath treatments due to the stimulation of the jets and heat. (Heat will increase the flow of blood.)
- Guests with high blood pressure should avoid hydrotherapy bath treatments.
- For added treatment privacy, guests may be advised to bring a bathing suit for their comfort.

Facials

- Avoid sun exposure before or after treatments due to skin sensitivity.
- Avoid waxing services before or after treatments due to skin sensitivity.

Waxing/Laser Hair Removal

- Avoid sun exposure before or after treatments due to skin sensitivity.
- Avoid waxing services after facial treatments due to skin sensitivity.
- Avoid waxing services after body exfoliation treatments due to skin sensitivity.

Pregnancy

- Due to controversy concerning the safe treatment of pregnant women, it is advisable to take very special precautions. Usually, it is best when doing any type of treatment utilizing heat or a high concentration of essential oils to urge the guest to consult with her physician first.

PREFERRED ORDER FOR SERVICES

For the guest's convenience you should try to schedule their appointments so that the guest has an easy transition between their services. For example, do not book a manicure or pedicure before a massage because the polish will need time to dry. Hair, makeup and nails should be last, after the guest has had time to change back into their regular clothes. Also, many guests prefer to shower after massages to remove the excess oil.

Unless otherwise requested by the guest, appointments for multiple services are usually best made in this order:

1. Massage
2. Body Treatment
3. (The guest may want time here to shower)
4. Facial/Waxing
5. Hair
6. Makeup
7. Manicure/Pedicure



CHECKING A GUEST IN FOR SERVICES

Prior to arriving at our spa, the guest has already formed an image in their mind about the experience they are about to have. If you have followed all of the standards previously discussed, that image will be a positive one. Once the guest arrives, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. When checking a guest in for services, you are responsible for the first impression our guest will collect. Following are guidelines to ensure the start of a positive guest experience:

- Regardless of whether you are on the telephone or assisting another guest, when a guest enters our spa, immediately smile and make eye contact.
- Always speak to the guest in a warm, friendly manner and smile as much as possible.
- Remember, it is your job to serve our guest, not an inconvenience.
- If it is the guest's first visit to our spa, provide them with the proper forms (See the Spa Forms Section) to be filled out.
- **«INSERT YOUR SPECIFIC GUEST CHECK-IN PROCEDURES HERE»:**

APPOINTMENT ERRORS

By properly following the guidelines outlined under Booking Appointments, most appointment errors should be avoided. In the event that errors do occur, the following guidelines will assist with troubleshooting and resolving such problems:

- Ask the guest to provide the date, time and type of service for which they were scheduled.
- If the appointment is not in the computer system, cross-reference the back-up hard copy. If the appointment is on the back-up hard copy, check the system schedule to see if you can accommodate the guest at that time, without letting them know an error was made.
- If the service was not scheduled on the back-up hard copy, it may be a staff error. However, be aware that it may be a guest looking for a free service.
- If you are unable to accommodate the scheduled time and service, apologize to the guest for the error and offer an alternative or upgraded treatment for the scheduled time.
- Regardless of the situation, always do your best to accommodate the guest and handle any errors politely, effectively and efficiently, following the spas comp policy **«INSERT YOUR SPA'S COMP POLICY HERE»**.

****Please Note:** You are empowered to solve an unfortunate situation. Smile and apologize while continuing to try to accommodate the guest.



FRONT DESK OPENING PROCEDURES

1. Arrive ____ minutes before scheduled shift.
2. Unlock front door of the spa and treatment rooms.
3. Ensure bank is set up and counted (should be ____), computers are logged into the network, music and lights are at appropriate level, uniform is clean and wrinkle-free, name badge is on and smile is in place.
4. Follow proper cashiering and money handling procedures and ensure collection of all retail and service transactions through room charges, credit cards, cash, comps and gift certificates.
5. Maintain cleanliness and tidiness of front desk area, practice safe work habits and follow all safety procedures. Assist in helping with cleanliness of entire spa.
6. Ensure all appointments booked on the back up hard copy and in the system match. If not, make adjustments where appropriate.
7. Ensure all appointments are evenly distributed.
8. Print all guest preview invoices and attached them to the "Treatment Questionnaire" (IF **APPLICABLE**).
9. Place invoices in order of time for easier check in. Any additional appointments print new invoice for the service.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE».**

FRONT DESK CLOSING PROCEDURES

1. Ensure the services booked in the system and on the back-up hard copy for the following day match. In the event of an error, resolve any discrepancies.
2. Ensure all appointments booked for the next day are booked and distributed correctly.
3. Balance book with computer Point of Sale reports.
4. Run all appropriate reports.
5. Count bank and make sure it matches cash balance report.
6. Fill out the front of the drop envelope, put cash in envelope and drop where indicated.
7. Lock up spa treatment rooms or entrance door.
8. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO HERE

**SPECIFIC DEPARTMENT PROCEDURES FOR:
SPA ATTENDANT**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities and your enthusiasm. We hope you will find your career here very rewarding and challenging.

As the spa attendant, you will assume the role of our spa's host/hostess. A good host/hostess always ensures the comfort of their guests, is attentive to their guest's every need, and constantly works to maintain a clean and inviting atmosphere for their guests to relax in. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency, while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of spa attendant. We hope you will find it useful and informative. For the next few weeks, our trainers will be educating you on the fine art of guest service, establishing and maintaining the spa's atmosphere as well as product and treatment knowledge. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression- make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly caring for the spa and attending to the guest's needs is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- As you escort the guest, point out specific areas of interest as appropriate, including: guest lounge areas, steam room, sauna, wet areas, showers, restrooms, dressing rooms, sink and vanity areas, guest lounge areas, beverage/food service areas and the location of treatment rooms. Describe the layout of the spa to allow the guest to become oriented with our facility. Explain what areas are available to them to use and take the opportunity to connect with the guest.
- Always provide the guest with your name and let them know you are available to help them with any questions, needs or concerns.
- Always speak to the guest in a warm, friendly manner and smile as much as possible.
- Regardless of whether you are assisting another guest or staff member, when a guest enters your presence, immediately smile and make eye contact.
- Remember, it is your job to serve our guest, not an inconvenience.

GENERAL GUIDELINES

- A warm, relaxing, stress-free environment is not only what we strive to offer our guests; it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa, but will affect your individual success in this industry.
- Be watchful of guests' actions. If someone looks like they need assistance, offer it. Try to enhance the guest experience by offering helpful information regarding treatments, special spa events, retail products they may like, etc.
- By reviewing and mastering the techniques discussed in The Consultative Approach to Selling, you will better learn to read our guests:
 - ✓ Do they want to relax and not talk?
 - ✓ Do they want to read or enjoy some of our complimentary amenities?
 - ✓ Do they need assistance with operating any of the pools/showers?
 - ✓ Do they have questions or concerns about standard spa etiquette?
 - ✓ Do they enjoy light conversation while they wait for their services?
- If a guest has a question, do your best to answer thoroughly and courteously. If the guest is unsure where to go, escort them to the appropriate area whenever possible. If a guest has a question or concern that you cannot answer or fully satisfy with your response, enlist help from one of the other departments or manager on duty. Always be polite, efficient and friendly.



- Offer the appropriate selection of beverages to guests who are waiting for appointments. **IF APPLICABLE**, offer them fresh fruit, spa munchies or refreshment from the spa café.
- Always maintain meticulously clean locker rooms, wet areas, showers, restrooms, dressing rooms, sink and vanity areas, guest lounge areas and beverage/food service areas. Dirty or untidy areas can give the impression that we are not professional and do not follow lawful sanitation standards.
- Regularly check for trash such as cotton, Q-tips®, disposable razors, shower caps, beverage containers, etc., and dispose of properly.
- Regularly empty trash receptacles in the appropriate area before they become full to overflowing.
- Regularly check for discarded towels, robes, slippers and dispose of in proper laundry receptacles.
- Regularly empty laundry receptacles in the appropriate area before they become full to overflowing.
- Each hour, prior to guests arriving for services, check the spa service schedule and ensure that the appropriate numbers of guest lockers are stocked with all items for the guest needs.
- Always ensure all amenities are fully stocked and tidy. Combs and brushes are properly sanitized, blow dryers, curling irons and other styling tools are clean and in good working condition and any complimentary amenities such as skin care products, styling products, shampoos, etc., are clean and presentable.
- Regularly check restrooms and sink areas to ensure they are fully stocked with toilet paper and hand towels.
- Inform management of any equipment that needs to be repaired or replaced.
- Inform management of any supplies or amenities that are running low, before supplies are completely depleted.

Spa Edibles

A very important part of providing our guests with a complete sensory experience includes offering them refreshing beverages and light snacks. We find it a pleasure to be able to offer our guests these items, but can only do so if proper guidelines are followed. As a spa attendant it is your responsibility to ensure the following:

- Remember, spa snacks are a complimentary guest amenity, not a “Staff benefit.” To ensure that we can continue to offer our guests this special extra touch, we ask that staff refrain from munching. Munching not only increases the expenses of our operation but also is very unprofessional.
- Always wash your hands before handling any food or beverage.



- Always ensure that the food and beverage area is kept meticulously clean. Not only will strict adherence to safe food handling techniques contribute to our goal of providing our guests with an exceptional experience, it will ensure the safety of both our guests and staff.
- **«INSERT YOUR SPA AND STATES SPECIFIC FOOD HANDLING REQUIREMENTS HERE».**

COMMON CONCERNS

Certain considerations should be taken when the guest is utilizing the steam, sauna and wet areas of our spa. As the spa attendant, it is your job to ensure the safety of our guests while in these areas. Following are some common contraindications to be aware of:

- To avoid fire hazards, guests and staff should avoid using the sauna for drying clothes, bathing suits, towels, etc. Do not hang towels above heater or place any object, other than the rocks supplied by the manufacturer, on the heater.
- If darkening of the wall around the heater in the sauna is noticed, discontinue use of the sauna immediately and report to the appropriate manager or engineering department. This indicates a potential fire hazard.
- Inspect sauna regularly for required maintenance to heater, controls and benches. If wood shows any signs of deterioration, report immediately to appropriate manager.
- Steam, sauna and high temperature pools can put stress on the body. The following persons should be advised of the dangers and refer to their physician before use.
 - ✓ Pregnant Women
 - ✓ Guests with heart conditions
 - ✓ Guests with high blood pressure
 - ✓ Guests with circulatory problems
 - ✓ Guests under the influence of alcohol or drugs
 - ✓ Guests with diabetes
 - ✓ Guests with poor general health
 - ✓ Guests under the care of a physician
- If the guest insists, kindly let them know it is your job to monitor their safety and warn them of the danger; continued use is at their own risk.
- Guests should not exceed 30 minutes in the steam, sauna or high temperature pools. Prolonged exposure can induce hyperthermia. Hyperthermia occurs when the internal body temperature reaches several degrees above the normal body temperature of 98.6°F. The use of alcohol, drugs or medication is capable of greatly increasing the risk of fatal hyperthermia.

Symptoms and Effects of Hyperthermia

- | | |
|--|---------------------------------------|
| ✓ Dizziness | ✓ Unawareness of impending hazard |
| ✓ Lethargy | ✓ Fetal damage in pregnant women |
| ✓ Drowsiness | ✓ Physical inability to exit the room |
| ✓ Fainting | ✓ Unconsciousness |
| ✓ Failure to perceive heat | |
| ✓ Failure to recognize the need to exit the room | |



SPA ATTENDANT START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily spa services schedule from the front desk.
4. Review guest itineraries to determine expected guest capacity.
5. Prepare and stock locker rooms, steam and sauna, wet areas, showers, rest rooms, dressing rooms, sink and vanity areas, guest lounge and beverage/food service areas by reviewing the following checklist:
 - ✓ Stock towels, robes and slippers.
 - ✓ Ensure cleanliness of locker rooms, steam and sauna, wet areas, showers, restrooms, dressing rooms, sink and vanity areas, guest lounge and beverage/food service areas.
 - ✓ Ensure complimentary amenities, such as shower caps, razors, feminine hygiene products, Q-tips®, cotton balls, etc., are fully stocked, clean and tidy.
 - ✓ Ensure amenities such as lotions, creams, skin care, deodorant, styling aids, shampoos, etc., are fully stocked, clean and tidy.
 - ✓ Ensure showers and restrooms are fully stocked.
 - ✓ Prepare cold-iced towels for the steam, sauna and whirlpool areas.
 - ✓ Fill sauna buckets with water; clean and replace as needed.
 - ✓ Ensure all styling tools are clean, sanitized and in proper working condition.
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

SPA ATTENDANT END-OF-SHIFT PROCEDURES

1. Clean and straighten locker rooms, steam and sauna, wet areas, showers, restrooms, dressing rooms, sink and vanity areas, guest lounge and beverage/food service areas.
2. Dispose of all soiled linen in the appropriate place.
3. Empty trash receptacles in the appropriate place.
4. Sanitize all slippers used during your shift.
5. Restock any products or items necessary.
6. Follow-up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. **IF APPLICABLE**, collect your daily gratuities.
8. Clock out at computer.
9. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT LOGO HERE

**SPECIFIC DEPARTMENT PROCEDURES FOR:
MASSAGE THERAPIST**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, exceptional knowledge of the body and gift of healing touch. We hope you will find your career here very rewarding and challenging.

As a massage therapist you are responsible for educating our guest about their body's health and wellness needs, and providing them with relaxing and therapeutic services that exceed their expectations. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency while giving our guests that personal touch they have come to expect from «**YOUR SPA**».

In this manual, you will find guidelines and expectations for the position of massage therapist. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service, product and treatment knowledge as well as treatment application techniques.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- While escorting the guest to the treatment room, take the opportunity to get to know them.
- Provide the guest with a quick overview of what to expect during their session with you.
- In the event the guest is booked for services following your session, it is helpful to provide the guest with a re-cap of their remaining itinerary.
- Inform the guest that on conclusion of their service with you, you will direct them to the appropriate place for the next service. **It is your responsibility to be aware of each guest's itinerary.**
- Instruct the guest on where to hang their robe/clothes and direct them to get under the blanket/sheet. Let them know you are momentarily stepping out of room to allow them privacy to change.
- Wait 3 minutes, knock softly before re-entering and announce yourself upon entrance. Ensure the comfort of the guest, including: room temperature, level of light, volume of music and sensory acceptance of any aromatherapy that may be used.
- Proceed with the treatment.

GENERAL GUIDELINES

- For first-time guests, therapists should take the Guest History Record for Massage and Body Services and review the information with the guest. Record any special comments, problems or needs of the guest to be added to their file.
- At conclusion of the treatment, ensure that the guest is aware his/her service is completed. If the guest is sleeping, gently place both hands on them and apply soft pressure with a slight rocking motion. Tell the guest their service is finished.
- Inform the guest you will leave the room while they change into their robe/clothes. Tell them you will meet them outside the door when they are finished (approximately 2 minutes).
- While the guest is changing, get them a drink of water and any other items you may want to present them with. (It is a great service to have instructions for stretches, self-massage, proper posture and body mechanics, etc. on hand to provide to the guest, addressing any needs that might have been discussed.)



- Offer the guest water and discuss the importance of increased fluid intake after a massage or body treatment. Ask the guest how they enjoyed their service and take the opportunity to discuss with them any suggestions for after-service care, maintenance and additional service bookings (refer to the Consultative Approach to Selling for more information). This can be done while showing the guest to the appropriate place following their session with you.
- Conclude by thanking the guest for the opportunity to serve them. Provide them with your business card, and if appropriate, ask if they would like your assistance with scheduling future appointments. If so, walk them to the front desk and inform the receptionist of the services the guest is interested in. Graciously turn the guest over to the expertise of our receptionist to complete the booking process. Clean your room and set up for your next guest.
- Inform management of any tools or equipment that need to be repaired or replaced.
- Do not stand around the front desk in between services.

SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests; it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa, but will affect your individual success in this industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- Massage therapists may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Massage Therapists are not allowed to refuse or trade services unless they arrange to do so with another massage therapist qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with the your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (**IF APPLICABLE**) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front desk receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which may include termination.
- It is the responsibility of the front desk receptionists to ensure that the appointments are booked evenly. To guarantee fairness among all of the massage therapists, receptionists will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.



COMMON CONCERNS

Certain considerations should be taken when the guest is receiving body services. As the service provider, it is your job to identify the needs of our guests and educate them when appropriate. Following are some common contraindications to be aware of when administering body services:

Body Treatments

- Guests should not shave the legs or body hair before a treatment.
- Guests should avoid sun exposure and waxing services before or after a treatment.
- Guests experiencing heavy menstrual flow should avoid treatments utilizing heat, until their flow is lighter. (Heat will increase the flow of blood.)
- Guests with a substantial condition of varicose veins should avoid treatments with heat in the leg area.
- Guests with heart conditions should limit treatments that utilize heat. For severe heart conditions, treatments requiring heat should be avoided altogether.
- Guests with iodine sensitivities and hyperthyroid conditions should avoid treatments utilizing seaweeds.
- Guests with considerably high blood pressure should not have treatments utilizing heat.

Hydrotherapy Bath Treatments

- Guests experiencing heavy menstrual flow should avoid bath treatments due to the stimulation of the jets and heat. (Heat will increase the flow of blood.)
- Guests with high blood pressure should avoid hydrotherapy bath treatments.
- For added treatment privacy, guests may be advised to bring on old bathing suit for their comfort.

Pregnancy

- Due to controversy concerning the safe treatment of pregnant women, it is advisable to take very special precautions. Usually, it is best when doing any type of treatment utilizing heat or a high concentration of essential oils to urge the guest to consult with her physician first.



MASSAGE THERAPIST START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Review guest itineraries to ensure there are no conflicts or errors.
5. Prepare and stock treatment room with all necessary items to perform your shifts services:
 - ✓ Stock towels, sheets/blankets.
 - ✓ Turn on heating blanket to warm **(IF APPLICABLE)**.
 - ✓ Ensure all products and accessories are on hand and ready (pre-measured, pre-cut etc.) for your shift's service requirements.
 - ✓ Make sure equipment is clean and sanitized.
 - ✓ Ensure cleanliness of your treatment room.
 - ✓ Display State Board License.
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. Inform the front desk that you are available and ready for your services to begin.
7. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

MASSAGE THERAPIST END-OF-SHIFT PROCEDURES

1. Clean treatment room, wiping down counters, treatment beds, stools, etc.
2. Dispose of all soiled linen in the appropriate place.
3. Empty trash receptacle in the appropriate place.
4. Restock any products or items necessary.
5. Make treatment bed up for the next service (doing this at the end of the business day ensures the room is always presentable and inviting).
6. Follow-up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. Review schedule for your next shift.
8. If applicable, collect your daily gratuities.
9. Clock out at computer.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
ESTHETICIAN**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, exceptional knowledge of the body and gift of healing touch. We hope you will find your career here very rewarding and challenging.

As an esthetician, you are responsible for educating our guest about their skin's health and beauty needs, and providing them with relaxing and therapeutic services that exceed their expectations. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency while giving our guests that personal touch they have come to expect from «YOUR SPA». For the next few weeks our trainers will be educating you in the fine art of guest service, product and treatment knowledge as well as treatment application techniques. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

In this manual, you will find guidelines and expectations for the position of esthetician. We hope you will find it useful and informative.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- While escorting the guest to the treatment room, take the opportunity to get to know them.
- Provide the guest with a quick overview of what to expect during their session with you.
- In the event the guest is booked for services following your session, it is helpful to provide the guest with a re-cap of their remaining itinerary.
- Inform the guest that on conclusion of their service with you, you will direct them to the appropriate place for the next service. **It is your responsibility to be aware of each guest's itinerary.**
- Instruct the guest on where to hang their robe/clothes and direct them to get under the blanket/sheet. Let them know you are momentarily stepping out of room to allow them privacy to change.
- Wait 3 minutes, knock softly before re-entering and announce yourself upon entrance. Ensure the comfort of the guest, including: room temperature, level of light, volume of music and sensory acceptance of any aromatherapy that may be used.
- Proceed with the treatment.

GENERAL GUIDELINES

- For first-time guests, estheticians should take the Guest Skin Care Consultation Record and review the information with the guest. Record any special comments, problems or needs of the guest to be added to their file.
- At conclusion of the treatment, ensure that the guest is aware his/her service is completed. If the guest is sleeping, gently place both hands on them and apply soft pressure with a slight rocking motion. Tell the guest their service is finished.
- Inform the guest you will leave the room while they change into their robe/clothes. Tell them you will meet them outside the door when they are finished (approximately 2 minutes).
- While the guest is changing, get them a drink of water and any other items you may want to present them with. (It is a great service to have instructions for basic skin care, problematic skin conditions, "prescription forms" etc. on hand to provide to the guest addressing any needs that might have been discussed.) Please review The Consultative Approach to Selling for more information and techniques on how to position you as an expert.



- Offer the guest water and discuss the importance of increased fluid intake for the health of their skin. Ask the guest how they enjoyed their service and take the opportunity to discuss with them any suggestions for after service care, maintenance and additional service bookings. (Refer to [The Consultative Approach to Selling](#) for more information). This can be done while showing the guest to the appropriate place following their session with you.
- Conclude by thanking the guest for the opportunity to serve them. Provide them with your business card, and if appropriate, ask if they would like your assistance with scheduling future appointments. If so, walk them to the front desk and inform the receptionist of the services the guest is interested in. Graciously turn the guest over to the expertise of our receptionist to complete the booking process. Clean your room and set-up for your next guest.
- Inform management of any tools or equipment that need to be repaired or replaced.
- Do not stand around the front desk in between services.

SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests; it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa, but will affect your individual success in this industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the estheticians, the receptionists will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Estheticians may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Estheticians are not allowed to refuse or trade services unless they arrange to do so with another esthetician qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front Desk receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which could include termination.



COMMON CONCERNS

Certain considerations should be taken when the guest is receiving skin and waxing services. As the service provider, it is your job to identify the needs of our guests and educate them when appropriate. Following are some common contraindications to be aware of when administering skin and waxing services. This information will also help to assist you in the event a guest has a reaction to a skin or waxing service:

Facials

- Guest should avoid sun exposure before or after treatments due to skin sensitivity.
- Guest should avoid waxing services before or after treatments due to skin sensitivity.
- Pregnancy - Due to controversy concerning the safe treatment of pregnant women, it is advisable to take very special precautions. Usually, it is best when doing any type of treatment utilizing heat or a high concentration of essential oils to urge the guest to consult with her physician first.

Waxing/Laser Hair Removal

- Guest should avoid sun exposure before or after treatments due to skin sensitivity.
- Guest should avoid waxing services after facial treatments due to skin sensitivity.
- Guest should avoid waxing services after body exfoliation treatments due to skin sensitivity.

SPECIFIC INFORMATION FOR WAXING SERVICES

- Side effects of waxing may include: redness, slightly tender skin and/or scabbing. Wax can be extremely exfoliating to our ever-changing skin.
- Always explain the possible side effects to guests new to waxing services. Your guest might opt for a little tweezing instead.
- It is not uncommon for guests who have received waxing service in the past to have a reaction they have never experienced before. If this occurs, use the following information provided to help you assist in trouble-shooting the cause.

Questions to Ask the Guest Prior to Waxing Services:

- ✓ *"Are you using Retin-A®, Acutane®, or Glycolic Acid?"*
- ✓ *"Are you on any type of medication?"*
- ✓ *"Have you ever received waxing services before?"*
- ✓ *"Is there a special event in the next few days that they will be attending?"*



DRUGS TO BE AWARE OF

These medications may cause hyper-pigmentation, photosensitivity, dermatitis or increase the guest's sensitivity to waxing and laser treatments. It is recommended to perform a patch test first on guests using any of the following:

Acne Medications

- ✓ Tretinoin (Retin-A®)

Anti-Cancer Drugs

- ✓ Fluorouracil (Fluoroplex; and others)
- ✓ Methotrexate (Mexate; and others)
- ✓ Vinblastine (Velban)
- ✓ Dacarbazine (DTIC-Dome)
- ✓ Flutamide (Eulexin)

Anti-Depressants

- ✓ Amitriptyline (Elavil; and others)
- ✓ Desipramine (Norpramin; Petropfrane)
- ✓ Doxepin (Adapin; Sinequan)
- ✓ Imipramine (Tofranil; and others)
- ✓ Nortiptylin (Aventyl; Pamelor)
- ✓ Protriptyline (Surmontil)
- ✓ Amoxapine (Asedin and others)
- ✓ Clomipramine (Anafranil)
- ✓ Maprofiline (Ludiomil and others)
- ✓ Phenelzine (Nardil)
- ✓ Trazodone (Desyrel and others)

Anti-Histamines

- ✓ Cyproheptadine (Periactin®)
- ✓ Diphenhydramine (Benadryl®; and others)
- ✓ Claritin®

Anti-Inflammatories

- ✓ Naprosen®, Motrin®, all NSAIDS >> 1% including Aspirin

Anti-Microbials

- ✓ Demaclocycline (Declomycin; and others)
- ✓ Doxycycline (Vibramycin; and others)
- ✓ Griseofulvin (Fulvicin-U/F; and others)
- ✓ Methacycline (Randomycin)
- ✓ Nalidixic acid (NegGram; and others)
- ✓ Oxytetracyclines (Terramycin; and others)
- ✓ Sulfacyntine (Renoquid)
- ✓ Sulfamethazine (Neotrizine; and others)
- ✓ Sulfamethizole (Thiosulfil; and others)
- ✓ Sulfamethoxazole (Gantanol; and others)
- ✓ Sulfamethoxazole-trimethoprim (Bactrim; Septra)
- ✓ Sulfasalazine (Axulfidine; and others)
- ✓ Sulfathizole
- ✓ Sulfisoxazole

- ✓ Sulfisoxazole (Gantrisin; and others)
- ✓ Tetracyclines (Achromycin; Minocin)
- ✓ Ciprofloxacin (Cipro)

Anti-Microbials continued...

- ✓ Clofazimine (Lamprene)
- ✓ Enoxacin (Penetrex)
- ✓ Flucytosine (Ancobon)
- ✓ Lomefloxacin (Maxaquin)
- ✓ Minocycline (Minocin and others)
- ✓ Narfloxacin (Noroxin)
- ✓ Ofloxacin (Floxin)
- ✓ Pyrazinamide (generic)

Anti-Parasitics

- ✓ Quinine- be off at least one week per pharmacist
- ✓ Chloroquine (Aralen and others)
- ✓ Thiabendazole (Mintezol)

Anti-Psychotics

- ✓ Chlorpromazine (Thorazine, and others)
- ✓ Fluphenazine (Permitil, Prolixin)
- ✓ Haloperidol (Haldol)
- ✓ Perphenazine (Trilafon)
- ✓ Piperacetazine (Compazine; and others)
- ✓ Promethazine (Phenergan; and others)
- ✓ Thioridazine (Mellaril)
- ✓ Trifluoperazine (Stelazine; and others)
- ✓ Triflupromazine (Vesprin)
- ✓ Trimeprazine (Termaril)
- ✓ Thiothixane (Navane and others)
- ✓ Thioflupromazine (Vesprin)

Anti-Hypertensives

- ✓ Captopril (Capoten)
- ✓ Diltiazem (Cardizem and others)
- ✓ Methyldopa (Aldomet and others)
- ✓ Minoxidil (Loniten and others)
- ✓ Nifedipine (Procardia and others)

Herbal/Organic

- ✓ St. John's Wort

Diuretics

- ✓ Bendroflumethiazide (Naturetin; and others)
- ✓ Benzthiazide (Exna and others)
- ✓ Chlorothiazide (Diuril and others)
- ✓ Cyclothiazide (Anhydron)
- ✓ Furosemide (Lasix)



Diuretics continued...

- ✓ Hydroflumethiazide (Diucardin; and others)
- ✓ Hydrochlorothiazide (Hydro DIURIL; and others)

- ✓ Methyclothiazide (Aquatensen;Enduron)
- ✓ Metolazone (diulo; Zaroxolyn)
- ✓ Polythiazide (renese)
- ✓ Quinethazone (Hydromox)
- ✓ Trichlormethiazide (Metahydrin; and others)
- ✓ Thiazides (Diuril; HydroDIURIL)
- ✓ Acetazolamide (Diamox and others)
- ✓ Amiloride (Midamor and others)

Hypoglycemics

- ✓ Acetohexamide (Dymelor)
- ✓ Chlorpropamide (Diabinese; Insulase)
- ✓ Tolazamide (Tolinase)
- ✓ Tolbutamide (Orinase; and others)

Hormonal

- ✓ Birth Control Drugs
- ✓ Estrogens- may cause melasma



ESTHETICIAN START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Review daily schedule to ensure there are no conflicts or errors.
5. Prepare and stock treatment room with all necessary items to perform your shifts services:
 - ✓ Stock towels, sheets/blankets.
 - ✓ Wax machines should be turned on.
 - ✓ Ensure steamer is filled with appropriate water levels.
 - ✓ Ensure all products and accessories are on hand and ready (pre-measured, pre-cut etc.) for your shift's service requirements.
 - ✓ Ensure equipment and tools are clean and sanitized.
 - ✓ Ensure cleanliness of your treatment room.
 - ✓ Display State Board License.
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. Inform the front desk that you are available and ready for your services to begin.
7. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

ESTHETICIAN END-OF-SHIFT PROCEDURES

1. Clean treatment room, wiping down counters, treatment beds, stools, etc.
2. Dispose of all soiled linen in the appropriate place.
3. Empty trash receptacle in the appropriate place.
4. Restock any products or items necessary.
5. Make treatment bed up for the next service. (Doing this at the end of the business day ensures the room is always presentable and inviting.)
6. Follow-up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. Review schedule for your next shift worked.
8. If applicable, collect your daily gratuities.
9. Clock out at computer.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
NAIL TECHNICIAN**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, exceptional knowledge of the body and gift of healing touch. We hope you will find your career here very rewarding and challenging.

As a nail technician you are responsible for educating our guest about the health and wellness needs of their nails, hands and feet, and providing them with relaxing and therapeutic services that exceed their expectations. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of nail technician. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service, product and treatment knowledge as well as treatment application techniques. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- While escorting the guest to the nail service area, take the opportunity to get to know them.
- Provide the guest with a quick overview of what to expect during their session with you.
- Nail services should be the last services booked. However, in the event this could not be accommodated and the guest is booked for hair, waxing and/or makeup services following your session, it is helpful to provide the guest with a re-cap of their remaining itinerary.
- Inform the guest that on conclusion of their service with you, you will direct them to the appropriate place for the following service. **It is your responsibility to be aware of each guest's itinerary.**

GENERAL GUIDELINES

- Never assume what the guest desires. Ask questions to help determine guest's needs such as:
 - ✓ *"Should I trim your nails?"*
 - ✓ *"How would you like your nails shaped?" (rounded, squared, etc.)*
 - ✓ *"What color polish would you like?"*
 - ✓ *"Can I get you some water, magazine, etc?"*
 - ✓ *"Would you like to try an application of paraffin today?"*
- Also consider the following questions:
 - ✓ Do they want to relax and not talk?
 - ✓ Do they want to read during their service?
 - ✓ Do they enjoy light conversation for the duration of the service?
- Remember, talking with our guest is a great way to get to know them if they are interested. If not, talking too much and/or about inappropriate subjects is a great disservice and can assist in "killing the guest experience."
- Always maintain a meticulously clean work area. Dirty or untidy areas can give the impression that we are not professional and do not follow lawful sanitation standards.
- Always ensure all tools and nail implements are sanitized. Never use any tools on a guest that have not been properly cared for.
- Inform management of any tools or equipment that need to be repaired or replaced.
- Do not stand around the Front Desk in between services.



SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests, it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa but will affect your individual success in this Industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the nail technicians, the receptionists will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Nail technicians may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Nail technicians are not allowed to refuse or trade services unless they arrange to do so with another esthetician qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front desk receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which could include termination.

COMMON CONCERNS

Certain considerations should be taken when the guest is receiving nail services. As the service provider, it is your job to identify the needs of our guests and educate them when appropriate. Following are some common contraindications to be aware of when administering nail services:

Dry and Brittle Nails

Cause: Poor diet or health

Home Treatment: Place small pieces of lint saturated with warm almond oil around each nail. Tie the lint with cotton, allowing it to remain overnight. Soak fingernails in warm almond oil for about half an hour, once a week.

Onychophagy

Cause: Nail Biting

Home Treatment: Use various market products that are unpleasant to taste and designed to assist the nail biter in overcoming the habit.



Nail Ridges

Cause: Illness or diet deficiencies (i.e., lack of calcium)

Home Treatment: Increase calcium intake through diet and/or supplements.

Nail Flaking/Splitting

Cause: Poor diet or excessive hot water and detergent use

Home Treatment: Increase calcium intake through diet and/or supplements. Avoid excess use of hot water and harsh detergents.

Excessively Curved Nails

Cause: Found in some congenital heart conditions

Leukonychia (White spots on the nails)

Cause: A blow to the nail/matrix and/or by poor diet

Home Treatment: Time – they will eventually grow out.

Whitlow

Cause: An infection usually caused by an injury to the cuticle

Home Treatment: Possibly lancing and antibiotics. If you see this disorder, refer guest to their physician.

Hangnails

Cause: Rough use of the hands

Treatment: Wearing gloves while doing dishes, gardening, household cleaning and any other activities that can be rough on hands. Regular professional nail services will assist in eliminating them.

Fungus

Cause: A dull yellow patch that can be highly infectious

Treatment: Avoid treatment and refer guest to their physician.

Athlete's Foot

Cause: Also known as tinea pedis, this fungus infection mainly affects the foot. Usually starts as itching and sodden white skin between the toes. It can develop into small watery blisters, which will dry into scales. Due to the extreme irritation of the condition, it may spread to the hands, scalp, etc.

Treatment: Avoid treatment and refer guest to their physician.



NAIL TECHNICIAN START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Review daily schedule to ensure there are no conflicts or errors.
5. Prepare and stock treatment area with all necessary items to perform your shifts services:
 - ✓ Stock towels and nail implements.
 - ✓ Ensure all products and accessories are on hand and ready (pre-measured, pre-cut etc.) for your shift's service requirements.
 - ✓ Ensure equipment and tools are clean and sanitized.
 - ✓ Ensure cleanliness of your treatment area.
 - ✓ Display State Board License **(IF APPLICABLE)**.
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. Inform the front desk that you are available and ready for your services to begin.
7. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

NAIL TECHNICIAN END-OF-SHIFT PROCEDURES

1. Clean treatment area, wiping down counters, pedicure/manicure stations, stools, etc.
2. Dispose of all soiled linen in the appropriate place.
3. Empty trash receptacle in the appropriate place.
4. Restock any products or items necessary.
5. Straighten or replaced damaged reading materials or individual music sets **(check batteries, if applicable)**.
6. Follow-up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. Review schedule for your next shift worked.
8. **IF APPLICABLE**, collect your daily gratuities.
9. Clock out at computer.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
HAIR STYLIST**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, exceptional knowledge of the hair and scalp, good eye for detail and style, and ability to create an image for the guest's needs/social event. We hope you will find your career here very rewarding and challenging.

As a hair stylist, you are responsible for educating our guest about their hair/scalp health and beauty needs, staying current with fashion trends, and effectively interpreting our guest's image desires while providing them with relaxing and informative services that exceed their expectations. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency, while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of hair stylist. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service, product and treatment knowledge as well as treatment application techniques. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression they will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- While escorting the guest to the salon area, take the opportunity to get to know them.
- Provide the guest with a quick overview of what to expect during their session with you.
- Hair services should be one of the last services booked. However, in the event this could not be accommodated and the guest is booked for nail and/or makeup services following your session, it is helpful to provide the guest with a re-cap of their remaining itinerary.
- Inform the guest that on conclusion of their service with you, you will direct them to the appropriate place for their following service. **It is your responsibility to be aware of each guest's itinerary.**

GENERAL GUIDELINES

- Never assume what the guest desires. Ask questions such as:
 - ✓ *"How much length would you like me to take off?"*
 - ✓ *"Do you have any preference to types of styling products you would like me to use?"*
 - ✓ *"Do you have any concerns I should be aware of before styling your hair (cowlicks, location of part, etc.?)"*
 - ✓ *"Would you like me to offer you any styling tips you can use at home?"*
 - ✓ *"Can I get you some water, magazine, etc.?"*
 - ✓ *"Would you like to try a deep-conditioning treatment today?"*
- Also consider the following questions:
 - ✓ Do they want to relax and not talk?
 - ✓ Do they want to read during their service?
 - ✓ Do they enjoy light conversation for the duration of the service?
- Remember, talking with our guest is a great way to get to know them if they are interested. If not, talking too much and/or about inappropriate subjects is a great disservice and can assist in "killing the guest experience."
- Always maintain a meticulously clean work area. Dirty or untidy areas can give the impression that we are not professional and do not follow lawful sanitation standards.
- Always ensure all tools (scissors, combs, brushes, razors, etc..) are sanitized. Never use any tools on a guest that have not been properly cared for.
- Inform management of any tools or equipment that need to be repaired or replaced.
- Do not stand around the front desk in between services.



SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests, it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa but will affect your individual success in this industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the stylists, the receptionists will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Stylists may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Stylists are not allowed to refuse or trade services unless they arrange to do so with another stylist qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front desk receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which could include termination.

COMMON CONCERNS

Certain considerations should be taken when the guest is receiving hair and scalp services. As the service provider, it is your job to identify the needs of our guests and educate them when appropriate. Following are some common contraindications to be aware of when administering hair services. This information will also help to assist you in the event a guest is unsatisfied with the results of a chemical service performed:

Pregnancy

- Due to the major hormonal changes taking place in the pregnant woman's body, satisfactory results from chemical services cannot be guaranteed. Pregnant women should be advised that there is some controversy regarding the safety of chemical services (colors, highlights, permanent waves, chemical straightening, etc.), while pregnant. Allow and respect the guest's choice for receiving said services.



Extremely Damaged/Over-processed Hair

- Regular chemical services such as bleaching, stripping (color removal), chemical straightening, or over-use of heated styling tools can cause severe damage to the hair. The result is over-porous hair, split ends and a damaged cuticle. This damage can affect the outcome of many chemical services. For example:
 - ✓ Color services performed on hair with a damaged cuticle may fade in a short amount of time. The cuticle does not properly close, sealing in the color.
 - ✓ When bleach is applied to over-processed hair, the weakened hair may break or fall out.
 - ✓ Over-porous hair can cause the hair to curl more or less tightly than the guest prefers.

Common Medications, Birth Control or Hormone Replacement Therapy

- Use of certain medications, birth control, menopause and/or hormone replacement therapy can affect the outcome of chemical services performed on the hair.



HAIR STYLIST START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Review daily schedule to ensure there are no conflicts or errors.
5. Prepare and stock treatment room with all necessary items to perform your shift's services:
 - ✓ Stock towels, sheets/blankets.
 - ✓ Shampoo, Color, Bleach, Treatment Masks, Styling Products, etc.
 - ✓ Ensure all accessories (highlighting foils, plastic hair caps, color bowls and brushes, etc.), are on hand and ready for your shift's service requirements.
 - ✓ Ensure equipment and tools are clean and sanitized.
 - ✓ Ensure cleanliness of the salon area.
 - ✓ Display State Board License (if applicable).
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. Inform the front desk that you are available and ready for your services to begin.
7. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

HAIR STYLIST END-OF-SHIFT PROCEDURES

1. Clean treatment area, properly sanitizing and wiping down workstations, shampoo bowls, guest chairs, stools, etc.
2. Dispose of all soiled linen in the appropriate place.
3. Empty trash receptacle in the appropriate place.
4. Restock any products or items necessary.
5. Straighten or replace damaged reading materials.
6. Follow-up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. Review schedule for your next shift worked.
8. If applicable, collect your daily gratuities.
9. Clock out at computer.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
MAKEUP ARTIST**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, exceptional knowledge of makeup application techniques and trends, your good eye for detail and style, and your ability to create an image for the guest's needs/social event. We hope you will find your career here, very rewarding and challenging.

As a makeup artist you are responsible for educating our guest about their beauty needs, staying current with fashion trends, and effectively interpreting our guest's image desires while providing a fun and informative service that exceeds expectations. Your interaction with our guests will help determine whether they want to return to our spa, and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of makeup artist. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service as well as product and treatment knowledge. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- While escorting the guest to the makeup application area, take the opportunity to get to know them.
- Provide the guest with a quick overview of what to expect during their session with you.
- Makeup services should be the last services booked. However, in the event this could not be accommodated and the guest is booked for hair and/or nail services following your session, it is helpful to provide the guest with a re-cap of their remaining itinerary.
- Inform the guest that on conclusion of their service with you, you will direct them to the appropriate place for the following service. **It is your responsibility to be aware of each guest's itinerary.**

GENERAL GUIDELINES

- Never assume what the guest desires. Ask questions such as:
 - ✓ *"What type of look are you interested in?"*
 - ✓ *"Describe your home skin care routine"*
 - ✓ *"What colors and textures (matte, frost, etc) do you feel you look best in?"*
 - ✓ *"Can I get you some water, magazine, etc?"*
 - ✓ *"Would you like to book a makeup lesson?"*
- Remember, talking with our guest is a great way to get to know them if they are interested. If not, talking too much and/or about inappropriate subjects is a great disservice and can assist in "killing the guest experience."
- Always maintain a meticulously clean work area. Dirty or untidy areas can give the impression that we are not professional and do not follow lawful sanitation standards.
- Always ensure all tools and applicators are sanitized. Never use any tools and a guest that have not been properly cared for.
- Inform management of any tools or equipment that need to be repaired or replaced.



Start with Proper Skin Care

- Although you are not performing a facial, it is important to take a few minutes to properly educate and care for the guest's skin. This process will not only help to better position yourself as an expert by providing you the opportunity to share your knowledge with the guest, but it will help increase the chance of making a sale. Refer to [The Consultative Approach to Selling](#) to learn how properly ask the guest questions to target their skin's specific needs. You can use the [Retail Product Quick Reference Guide](#) to assist you in making the right recommendations.
- Have on hand basic skin care products (cleanser, toner, moisturizer) for all skin types, and perform a light skin cleaning prior to any makeup application. Following are some expert skin tips that you can provide to the guest:
 - ✓ Drink 6 -8 glasses of water daily. Water helps to hydrate the skin as well as flush out many toxins. Avoid a high salt or alcohol intake; this will dehydrate the skin and cause it to look unhealthy.
 - ✓ Avoid using soap. Soap strips the skin of its natural oils and leaves the skin feeling tight with residue or film. Even on oily skin, soap is not recommended unless it's pH-balanced.
 - ✓ Deep clean the skin at least once a month. A professional in our spa can do this either at home with home care products, or for a more relaxing alternative. Facials help to stimulate the skin and clean the pores of excess residue from environmental pollutants.

Know your Colors

- The benefit of knowing colors and how to combine them not only gives you a professional edge, but also eliminates excessive costs in buying extra products for your kit. A complete understanding includes knowing how to create tints, tones and shades using the art of blending and mixing colors. To learn more, there are many art books available at your local bookstore.

Your Portfolio

- One of the greatest tools a makeup artist can have is a portfolio of the work they have done. This can be shown to the guest to help develop their confidence in your abilities, give them ideas for what they may want, and highlight your expertise. If you currently have one, be sure to always have it on hand during your shift. Use it regularly as part of your makeup application routine.
- If you do not currently have one, take the opportunity to create one. Although the spa does not have a camera on hand, you may want to consider bringing in your own. When you have a guest whose results you are particularly pleased with, kindly and politely ask them if they would be willing to allow you to take their picture for display in your portfolio. Most guests will be delighted and flattered you asked. In the rare event that they are not comfortable with the idea, tell them you understand and thank them for the consideration.
- Remember that by being proactive and taking the extra effort to best meet the guest's needs, you will not only be successful in exceeding their expectations, you will quickly position yourself as an expert in the field of makeup artistry.



Proper Lighting

The lighting in spas can vary dramatically. Generally, it is set to provide the guest with a relaxing environment. If your makeup application area is properly lit, your job is made that much easier. However, even when provided with the perfect indoor setting, you might consider the following:

- If you are applying makeup to a guest for an outdoor event in natural light, if possible, set up a mirror approximately 6 – 8 feet from a natural light source or use one of the spa patios (if available). This extra little effort will establish your expertise with our guests and exceed their expectations.

SERVICE BOOKING POLICY

A warm, relaxing, stress-free environment is not only what we strive to offer our guests, it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa but will affect your individual success in this Industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the makeup artists, the receptionist will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Makeup artists may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Makeup artists are not allowed to refuse or trade services unless they arrange to do so with another person qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front desk receptionists are responsible for all scheduling and will use their best judgment when doing so.
- The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary, which could include termination.



MAKEUP ARTIST START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Review daily schedule to ensure there are no conflicts or errors.
5. Prepare and stock any necessary items to perform your shifts services:
 - ✓ Towels, makeup, skin care products, professional brushes and tools, etc.
 - ✓ Ensure all accessories (hair clips, hand sanitizer, headbands, liquid brush cleaner protective draping, Q-tips®, disposable applicators, etc.), are on hand and ready for your shift's service requirements
 - ✓ Ensure equipment and tools are clean and sanitized.
 - ✓ Ensure cleanliness of the salon area.
 - ✓ Display State Board License **(IF APPLICABLE)**.
 - ✓ Set the mood by adjusting lights, music and any sensory items, such as water fountains, aromatherapy, etc.
6. Inform the Front Desk that you are available and ready for your services to begin.
7. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

MAKEUP ARTIST END-OF-SHIFT PROCEDURES

1. Clean makeup area, wiping down counters, stools, etc.
2. Dispose of all soiled linen, guest smocks and disposable applicators in the appropriate place.
3. Empty trash receptacle in the appropriate place.
4. Restock any products or items necessary.
5. Straighten or replace damaged reading materials .
6. Follow up with the front desk about any specific guest needs or bookings that may need to be addressed.
7. Review schedule for your next shift worked.
8. If applicable, collect your daily gratuities.
9. Clock out at computer.
10. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
FITNESS INSTRUCTOR/PERSONAL TRAINERS**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service abilities, enthusiasm, professional appearance, knowledge of health and fitness, technical know-how and ability to make fitness fun and rewarding. We hope you will find your career here very rewarding and challenging.

As a fitness instructor/personal trainer you are responsible for offering assistance to all guests, maintaining a clean and well-stocked group exercise and workout area, while providing a fun, informative and safe workout that exceeds their expectations. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency, while giving our guests that personal touch they have come to expect from «YOUR SPA».

In this manual, you will find guidelines and expectations for the position of fitness instructor/personal trainer. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service, equipment layout and use as well as class offerings. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Create memories our guests will remember forever.
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Fitness Services Offered
 - Spa Services Quick Reference Guide
- Listen attentively to your guests' needs.
- Maintain eye contact and smile. 😊
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. Properly receiving the guest is important to the first impression the guest will have of you. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Kindly introduce yourself with a confident handshake.
- Take the opportunity to get to know them, their fitness goals and concerns.
- Provide the guest with a quick overview of what to expect during their class/session with you.
- If you are performing a one-on-one session, it is helpful to provide the guest with a re-cap of what they can expect from the session or class.

GENERAL GUIDELINES

- Never assume what the guest desires. Ask questions such as:
 - ✓ *"What are your fitness goals?"*
 - ✓ *"What is your time expectancy with these goals?"*
 - ✓ *"Do you have any health concerns that I should be aware of?"*
 - ✓ *"Describe what kind of fitness routine you currently (or in the past) enjoyed."*
 - ✓ *"Are there any sports or hobbies you enjoy?"*
 - ✓ *"Can I get you some water, magazine, headphones, etc.?"*
 - ✓ *"Would you like to book personal fitness evaluation?"*
- Remember, talking with our guest is a great way to get to know them if they are interested. If not, talking too much and/or about inappropriate subjects is a great disservice and can assist in "killing the guest experience."
- Always maintain a meticulously clean work area. Dirty or untidy areas can give the impression that we are not professional and provide the guest with an inaccurate reflection of our standards.
- Always ensure all equipment is wiped down and clean and that weights are re-racked and promptly inform management of equipment that need to be repaired or replaced.
- For first-time guests, personal trainers should do a thorough fitness assessment and review the information with the guest. Record any special comments, problems or needs of the guest to be added to their file. If the guest has any medical problems it is important to have a physician's clearance or a signed waiver of liability prior to beginning the session.



SERVICE BOOKING POLICY

A clean, non-intimidating, state-of-the-art and stress-free environment is not only what we strive to offer our guests, it is the goal for our staff as well. A critical element to the success of our spa is our ability to work together as a team. If we are unable to work seamlessly together, our guest will be the first to notice. It will not only hurt the business of our spa, but will affect your individual success in this industry. Following are some policies that we have put in place to help us avoid unnecessary contention:

- It is the responsibility of the front desk receptionist to ensure that the appointments are booked evenly. To guarantee fairness among all of the personal trainers, the receptionist will look over the appointment book at the beginning of the day to ensure that the appointments have been evenly distributed.
- Personal trainers may only be booked for services for which they are qualified to administer. In some cases, it is impossible to fairly book services if you are not qualified to perform all services.
- Fitness instructors and personal trainers are not allowed to refuse or trade services unless they arrange to do so with another person qualified to perform said service. In the event of a change, you must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Upgrades may only be made if they do not interfere with your schedule or the guest's service itinerary. All upgrades/changes must be written on the service ticket (if applicable) and the front desk notified of the change so increase in payment, if warranted, can be collected.
- Front desk receptionists are responsible for all scheduling and will use their best judgment when doing so. The coercion or manipulation of receptionists to alter or unfairly book services is not permitted and may result in disciplinary action, which could include termination.

COMMON CONCERNS

Certain considerations should be taken when the guest is participating in a personal training session. As the service provider, it is your job to identify the needs of our guests and educate them when appropriate. Below are some common conditions and symptoms that require careful consideration and or/physician's clearance prior to creating a personal training program:

High Blood Pressure	Heart Problems or Disease	Asthma/Breathing Problems
Pregnancy	Seizures	Hernia
Orthopedic Surgery	Hypoglycemia	Diabetes
Anemia	Chest Pain	Dizziness

«INSERT YOUR SPA SPECIFIC GUEST HISTORY ASSESSMENT CONDITIONS AND SYMPTOMS HERE »



FITNESS INSTRUCTOR/PERSONAL TRAINER START-OF-SHIFT PROCEDURES

1. Arrive ____ minutes before scheduled shift in appropriate work attire and clock in.
2. Store personal belongings in appropriate place.
3. Obtain daily schedule from the front desk.
4. Turn on equipment and fans.
5. Review guest appointments to ensure there are no conflicts or errors.
6. Prepare your classroom with necessary equipment to teach, i.e. - stereo, bands, weights, rebounders, steps etc.
7. Ensure that all items on the fitness floor are well stocked with towels, cups, reading materials.
8. Check that all equipment is clean and sanitized.
9. Ensure that all weights are re-racked and equipment is stored properly.
10. Set the mood by adjusting lights and music for an upbeat, energetic atmosphere.
11. Inform the front desk that you are available and ready for your services to begin.
12. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**

FITNESS INSTRUCTOR/PERSONAL TRAINER END-OF-SHIFT PROCEDURES

1. Clean and tidy group exercise room, wipe down all equipment.
2. Pick up and throw out all trash, newspapers and battered magazines.
3. Dispose of all soiled linen in the appropriate place.
4. Empty trash receptacle in the appropriate place.
5. Turn off stereo and equipment.
6. Neatly arrange collars under barbell rack.
7. Move all benches to proper spaces.
8. Write up any maintenance requests.
9. Review schedule for your next shift worked .
10. Clock out at computer.
11. **«INSERT YOUR SPA SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**SPECIFIC DEPARTMENT PROCEDURES FOR:
RETAIL CONSULTANT**



The spa industry provides some of the most exciting professions today! You have been carefully selected to represent this department because of your customer service and sales abilities and your enthusiasm. We hope you will find your career here very rewarding and challenging.

As a retail sales consultant, you have the unique opportunity to complete the guest experience. Your interaction with our guests will help determine whether they want to return to our spa and recommend us to their friends and family. We are committed to providing our guests with exceptional and friendly service while consistently exceeding their expectations. Our goal is to convey a sense of professionalism and efficiency, while giving our guests that personal touch they have come to expect from «**INSERT YOUR SPA**».

In this section, you will find guidelines and expectations for the position of retail sales consultant. We hope you will find it useful and informative. For the next few weeks our trainers will be educating you in the fine art of guest service as well as product and treatment knowledge. By mastering this knowledge, you will help to position yourself as an expert and ensure great success in your career with us.

Here are a few helpful hints to start you off on the right track:

- Recognize our guests and always use their name.
- Remember that there is only one chance to make a first impression - make sure it's a positive one!
- Look your best every day.
- Be well informed and know your job.
- Learn and regularly review:
 - Basic Selling Techniques
 - Overview of Common Spa Treatments
 - Spa Services Quick Reference Guide
- Listen attentively to your guests needs.
- Maintain eye contact and smile ☺
- If you don't know how to accommodate a guest, let them know that you will find out and follow through.



RECEIVING THE GUEST

When a guest visits our spa, they are subject to many first impressions. Each of these impressions are collected and stored in their mind. By the end of the guest's time with us, these impressions have compounded into their overall experience. As a retail consultant, you are often the last person our guests come in contact with. Their first impression of you will conclude their overall experience. Following are guidelines to ensure success:

- Meet and greet the guest with a warm, friendly smile.
- Do not wait for the guest to ask for assistance. Upon entering the retail area, make eye contact with the guest and ask, «**How can I assist you?**» If the guest declines your help, smile and say, «**My name is _____ . Please let me know when I can be of assistance.**»
- Always speak to the guest in a warm, friendly manner and smile as much as possible.
- Regardless of whether you are assisting another guest or staff member, when a guest enters your presence, immediately smile and make eye contact.
- Remember, it is your job to serve our guest, not an inconvenience.

GENERAL GUIDELINES

- By reviewing and mastering the techniques discussed in [The Consultative Approach to Selling](#), you will more effectively learn how understand and meet the guest's beauty desires, uncover hidden beauty needs and effectively inform and educate the guest.
- Many guests are not educated about our product offerings. You must be able to explain each product's features and benefits and differentiate between similar products. You can customize the [Retail Product Quick Reference Guide Template](#) to serve as a product guide.
- Often times a technician will recommend a specific product to a guest while they are receiving a treatment. Due to lack of time, or other reasons, the technician may not finish the sale. Our guest may ask for your assistance in recalling the product that was recommended. You must have a good understanding of all spa services and the home care products associated with them. The "Quick Glance Guide" can assist you in this situation. If, after probing the guest for information, you are unsuccessful in determining the recommended product, obtain the guest's information and offer to follow-up with the appropriate product at a later time.
- If a guest requests a product that is out of stock, on back order or one that we do not offer, go the extra mile to satisfy the guest. Check the computer system or make a call to the product vendor to determine when the product will be available. If a guest requests a product that we do not offer, find out the desired features and benefits of that product and if applicable, offer our alternative. If they are not interested, then offer locations where they might find the product they are looking for.



- At the conclusion of the sale, always inform the guest of our merchandise return policy «[INSERT YOUR SPA POLICY HERE](#)».

SPECIFIC INFORMATION FOR RETAIL CONSULTANTS

Retail Offerings

There are many different types of products available for sale to the spa customer. With the many offerings, it can sometimes be overwhelming to determine which products best meet the needs of the guest. It is helpful to understand that face and body products generally fall into two categories:

- **Treatment Products:** Treatment products are those that are specific to maintain the results of spa treatment services at home. For various reasons, some guests may not be interested in trying treatment-oriented services, yet may want to purchase products which address those concerns for home use. Specific beauty concerns may include: the prevention or reduction of stretch marks, varicose veins, signs of aging, cellulite, dark circles or puffiness in the eye area, loss of skin elasticity, ingrown hair, etc. The technician administering the treatment, during the treatment time, generally recommends these types of products. (However, not in all cases. It is your responsibility to have a good understanding of all the treatment products we offer.)
- **Beauty Essentials or “Feel Good” Products:** These types of products are not “condition specific” or geared toward certain “skin types.” They meet the general beauty needs of all guests. Body cleansing, body exfoliation and body hydration. Examples include: numerous varieties of bath products, body soaps, shower and bath gels and mousses, skin hydration products, (body butters, body lotions, body oils, moisturizing spritzes), loofah sponges, body peels, dry brushes, etc.
- Other types of spa merchandise include: candles, incense, books, journals, videos, DVDs music, spa apparel and accessories, teas and tonics, infant and children care items, etc.
- Please refer to the [Spa Services Quick Glance Guide](#) and [Retail Product Quick Glance Guide](#) to assist you when recommending treatment products to our guests.

Following is a list of the types of merchandise we offer to our guest:

- ✓ «[INSERT YOUR SPA REATIL OFFERINGS HERE](#)».



Recommending Treatment Products

Because many spa products for the face and body are treatment-oriented, certain considerations should be taken when making recommendations. In some cases, retail consultants must combine common sense with the knowledge of the guest's needs to determine the product that is best suited to them. If ever in doubt, check with an esthetician and/or massage therapist **prior** to selling our guest a treatment product that you are not confident will meet their needs. The following are simply guidelines that should be considered and/or followed when selling treatment products:

- When recommending home care products containing essential oils, ensure that our guest does not have allergies or sensitivities to any of the essential oils that are contained within. When applicable, utilize product testers to help the guest determine by smell and feel if the product is suitable.
- Recommend sunscreens to help protect the skin after treatments such as waxing, facials or body exfoliation.
- Always be educated on the products that we offer. Depending on the process used, some products containing seaweeds may not be appropriate for guests with iodine sensitivities or shellfish allergies.
- If not currently available at our spa, obtain product contraindications from our spa product vendors. (Specifically, face and body treatment lines.)
- When recommending face and/or body treatment products to our pregnant guests, it is important to inform them that due to the many physiological and hormonal changes that occur in the body, some products may not be appropriate for use until after they are finished breast feeding. Be aware of any products that have special considerations for these women, and when in doubt, recommend that she check with her physician first.

Product and Merchandise Returns

There are many reasons why a guest may have a product return. To help minimize as many returns as possible, use the techniques learned from The Consultative Approach To Selling to recommend only those products the guest needs. Unfortunately, not all returns can be prevented. Even when you follow all necessary steps there are situations such as merchandise flaws, or skin reactions. Following are some guidelines to assist you with returns:

- Obtain guest's name, address and phone number. Ask the guest to provide the reason for the product return.
- If the return is due to a product reaction or merchandise flaw, note the symptoms of the reaction or flaw «**We suggest creating a special form for your spa**» and attach this information to the product so we may inform and return it to our vendor.



- If, at the time of return our guest is experiencing any skin reactions to a treatment product, see if an esthetician or massage therapist is available to talk with them. If they are not, ask the appropriate technician to provide a follow-up call to ensure the comfort of our guest. Be sure to obtain as much information about the reaction as possible, to assist our technician in this process.
- If the product or merchandise is unused and can be re-sold, ensure that all sales tags are intact and the item is properly re-entered into the system and physical inventory. (See procedures below.)
- Regardless of the situation, always do your best to accommodate the guest and handle any returns politely, effectively and efficiently, following the spas return policy.

Returning Products Into System Inventory

- ✓ «**INSERT YOUR STEP-BY-STEP INSTRUCTIONS HERE.**»

Retail Area Maintenance (Also see the ISPA/ISPA Foundation Retail Manual)

It is important that the retail area is always maintained in a clean and orderly manner. Studies have shown that fully stocked, well-organized and clean retail areas result in larger sales volumes than those that are not. The following are tasks that need to be performed daily to ensure our standards are met:

- Always ensure that shelves, displays and products are free of dust, fingerprints or any other unsightly markings. As products and displays are handled throughout the day, continually clean and straighten the shelves.
- As product quantities drop below the minimum (see inventory management), restock as needed.
- Throughout the day, clean spills or residues left behind from the use of product testers.
- Regularly look for trash, menus, brochures, beverages, or any other items left behind by guests, and dispose of them properly.
- Regularly check dressing areas for clothing that needs to be re-hung, refolded and replaced.
- Check mirrors or windows for handprints or markings that need to be cleaned.
- Empty trash receptacles through out the day, as needed. (This should be done before they become full to overflowing.)
- Always ensure that the retail sales counter is free from excess papers, notes, food items, beverages and any personal or unnecessary business items.

Tips for Retail Displays

Following are tips for your retail area. Please also review the ISPA/ISPA Foundation Retail Manual. Season changes, holidays, treatment specials and product promotions are events that require the creation of product displays. Following are suggestions that can be used when creating displays:

- Product/merchandise displays should be arranged in those areas that are first visible to the customer.
- Product/merchandise for display should be selected based on the season, upcoming holidays, and home-care items that support featured spa treatments, product overstocks or vendor promotions.
- Use your creativity when planning the displays and always group products together that enhance one another. For example, an aromatic bath, large sea sponge, spa robe, candle and spa music CD can be grouped together to display the “Ultimate in Home Relaxation.”
- Utilize decorative items that are not for re-sale, such as boxes, containers/pots, plants, flowers, baskets, sea shells, risers, fabric drapes, etc., to enhance the look and impact of the retail displays.
- Regularly change out the displays (monthly) to keep the space looking fresh and updated.
- The use of “shelf talkers” (mini product descriptions) can be an effective tool to educate guests about the features and benefits of products.
- Check with our product vendors for any display items or marketing support materials, such as posters, bags, and product samples that they offer.

Inventory Management

A Harvard Business School Study concluded that the most important factor considered by the consumer when purchasing a product from a source is “availability of product.” It only takes two incidents in which a product is out of stock or on backorder for a guest to look elsewhere. Guests that look elsewhere for products will eventually go elsewhere for services, as it is more convenient and less time consuming.

Many vendors require minimum quantities or “case packs” when placing product orders. Although it is impossible to maintain minimum quantities at all times, the following serves as a good guideline and can help ensure that we always meet the product demands of our customers.

<u>Item</u>	<u>Recommended Quantity</u>	<u>Minimum Quantity</u>
Basic Facial Cleansers	6 – 12	3 of each type
Basic Facial Toners	6 – 12	3 of each type
Basic Facial Moisturizers	6 – 12	3 of each type
Eye Creams	6 – 12	3 of each type
Facial Specialty Care Items	3 – 6	3 of each type
Basic Body Cleansers	6 – 12	3 of each type
Basic Body Moisturizers	6 – 12	3 of each type



Basic Body Exfoliation	3 – 6	3 of each type RETAIL CONSULTANT
<hr/>		
Body Specialty Care Items	3 – 6	3 of each type
Spa Apparel	1 – 3 of each size	1 of each size
Spa Accessories	3 – 6	3 of each type
Candles	3 – 6	1 of each scent
Music CDs	6 – 12	3 of each
Videos / DVDs	6 – 12	3 of each
Books	3 – 6	1 of each
Small Items (travel sizes, lip balms, bath fizzies, etc.)	12	3 of each type
Teas, Tonics & Other Items	3 – 6	1 of each type

Inventory Procedures

It is your responsibility to regularly ensure both the physical and system inventory balance. This will help assist in minimizing “shrinkage” and allow us to take any necessary actions to control it. In the event that you notice regular product discrepancies, it is your responsibility to inform the appropriate manager. Failure to do so may result in disciplinary action, which could include termination.

«INSERT YOUR STEP-BY-STEP INVENTORY PROCEDURES HERE».



RETAIL OPENING DUTIES

1. Arrive _____ minutes before scheduled shift.
2. Unlock front door of retail area, (if applicable).
3. Ensure bank is set up and counted (should be____), computers are logged into the network, music and lights are at appropriate level, uniform is clean and wrinkle free, name badge is on, smile is in place.
4. Follow proper cashiering and money handling procedures and ensure collection of all retail transactions through room charges, credit cards, cash, comps and gift certificates.
5. Maintain cleanliness and tidiness of retail area and dressing rooms, practice safe work habits and follow all safety procedures.
6. Ensure all inventory is properly stocked, make additions where appropriate (should be 3 of each treatment product on hand at all times, 1 of each size in spa apparel that is consistently offered.) Seasonal, promotional and special item quantities will vary.
7. Make note of any products and merchandise that need to be re-ordered.
8. Ensure all displays and testers are neat, tidy and season-appropriate. Change if necessary.
9. Review previous day's sales reports. Note top-selling products, unusual product purchases and high volume purchases to be prepared for potential returns or guest inquiries.
10. **«INSERT YOUR RETAIL SPECIFIC PROCEDURES, WHERE APPLICABLE»**

RETAIL CLOSING DUTIES

1. Clean dressing rooms and return any clothing or retail items to the appropriate place.
2. Straighten inventory, clean testers and tidy displays.
3. Ensure any unused returned items were properly placed back in system and physical inventory.
4. Run applicable end-of-day reports **«INSERT YOUR SPECIFIC REPORTS HERE.»**
5. Count bank, should match to cash balance report.
6. Put cash in drop envelope, complete information and drop where indicated.
7. Fill out the front of the drop envelope.
8. Lock up spa retail area, if applicable.
9. Clock out.
10. **«INSERT YOUR RETAIL SPECIFIC PROCEDURES, WHERE APPLICABLE»**



INSERT YOUR LOGO

**THE CONSULTATIVE APPROACH TO SELLING
(COPYRIGHT INFORMATION)**



A critical element in achieving our goal of giving the guest an extraordinary experience coupled with exceptional service includes providing solutions to health, wellness and beauty concerns.

Many of us in the spa industry cringe when we hear the word “sales.” “Sales” may conjure up negative images of the overzealous car salesman or pushy retail clerk. When you think about it, selling is part of our every day lives. When applying for a job, you sell yourself to the potential employer as the best candidate. When trying to convince your three-year-old to pick up his toys, you are selling him on the consequences of an untidy room. When dating someone you are attracted to for the first time, you try to sell him/her on why you are worth a second date. The truth is that each of us, every day, engages in many forms of selling.

In spas, we need to look at sales in a more positive manner. We must recognize that sales can be a very valuable tool in establishing ourselves as experts in our field.

Consider the following scenario: You wake up one morning ready to tackle the day. Upon jumping out of bed, you realize you have a slight headache and low temperature. Not feeling your best, you continue through the day only to find by late afternoon you are miserable. You decide to make an appointment with your doctor. During your visit he checks you over and asks you several questions. He informs you that you have strep throat, smiles, thanks you for coming and ushers you out of his office. He does not offer solutions for comfort and care, or provide a prescription for an antibiotic. Did the doctor finish the job you came to see him for? Do you feel confident in his abilities as a doctor? Will you return to him for future health care?

The spa setting is no different. Each of our guests has individual reasons for visiting «**INSERT YOUR SPA**». Whether it be anti-aging concerns, cellulite or simply to relax, they are coming to us to for solutions. We actually do our guest a great disservice when we do not take the time to educate them or provide them with home care solutions.

Sales can, and should, be a win-win situation for you and the guest. By assuming a consultative role, we can meet the needs of our guests without being pushy or selling products that the guest does not need, at the same time establishing ourselves as experts in health and wellness.

BENEFITS OF THE CONSULTATIVE APPROACH

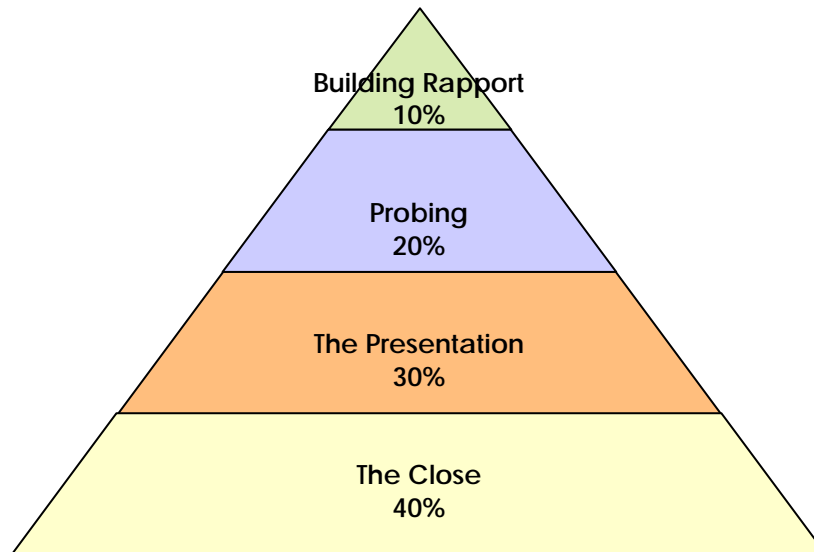
- Establishes you as an expert in your field.
- Develops long-term guest relationships resulting in future service bookings.
- Increased guest satisfaction results in increased gratuities.
- Increased product sales results in increased commission compensation.
- Satisfied guests recommend your services to friends and family.
- Solidifies you as a valuable asset to your employer.

By learning and mastering excellent customer service skills, service and product knowledge, and practicing the following sales techniques, you will become an expert in your field. You will be a more valuable team player and position yourself for greater success in your career.



Today's guests are more knowledgeable, more educated and more sophisticated than ever before. For this reason, the selling techniques of the past are no longer effective. What worked yesterday does not work today. The selling model has changed. Let's take a look at the old sales model.

The selling model of the past included 4 steps:



Building Rapport took 10% of the sales time and included the greeting and positioning.

Probing took 20% of the time. This process helped determine the customer's needs, wants and values.

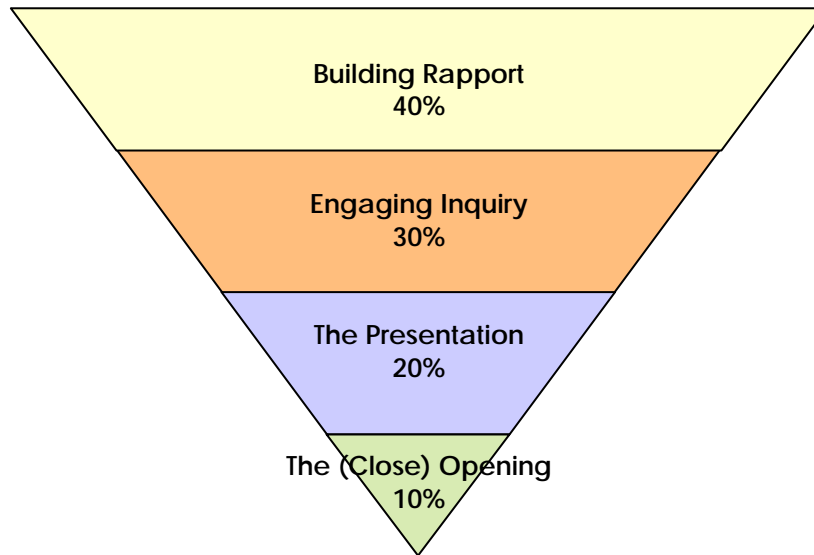
The Presentation took 30% of the time in which the customer was presented with numerous products and their attending features and benefits.

The Close took 40% of the time. Also referred to as "ABC Selling" - *Always Be Closing*. This process included sophisticated and manipulative closing techniques.

The selling model of the past no longer works for the following reasons:

- There is not enough time to build trust.
- The guest isn't asked enough questions.
- The guest does not feel understood.
- The old techniques are manipulative.
- The sales/service provider is doing all the talking.
- The sales/service provider is not listening. If the sale is made, the guest usually buys once.

Today's Consultative Approach looks more like this**:



Building Trust and Rapport

40% of your time should be spent creating rapport or building the relationship. This builds a relationship of trust with your guest that will open the door for future and ongoing business (sales). (For destination and resort guests, this step is still important. If trust is established, the guests are not only more likely to buy they are more likely to return. You will feel the impact to your business as they tell their friends and family about their experience.) *Guests value a relationship of trust more than price.*

The Engaging Inquiry

The engaging inquiry will take 30% of your time. This step is made up of a positive two-way conversation in which the guest feels safe and comfortable. *The most important attribute of an expert is their ability to understand their guest.* The engaging inquiry will help you accomplish this.

The Presentation

Presentations are based on the features and benefits of services and/or products. The Consultative Approach takes less time- 20%, *because you have taken more time to discover the guest's exact needs.* The number of services and/or products you present will be fewer because you have been able to target the specific needs of the guest through the engaging inquiry.

The (Close) Opening

With today's model, the lengthy and sometimes dreaded "close" of the past only requires 10% of your time. And, no - it's no longer called the close. "Close" sounds so final. While it is the close of the transaction, it is the opening of a relationship with the customer for life. *All great sales/service providers think in terms of the lifetime value of the customer. The opening is then the beginning of that lifetime relationship.*

** Special note for Service Providers: The Consultative Approach will be slightly modified to include the treatment/service portion of your job. Upon completion of these techniques, please review the "Consultative Approach for Service Providers" to learn more.



Building rapport can be a complex process. It's not only about getting the guest to connect with and trust you, it's about creating a positive mental perception of you and our spa. It is about owning a part of the guest's mind.

That process is called "Positioning." All great sales/service providers understand the power of positioning. They are careful how they position themselves, their organization and their services and products. Positioning helps to form the mental picture the guest has of **you, our services, our products** and **our spa**, and it starts with the initial guest contact.

In consultative selling, positioning plays a large role. Positioning results from the way you represent yourself. Remember, if the guest does not know you, you can present any position you want. As you build relationships, you are positioning yourself, our services and products all the time, whether or not you are consciously doing it.

Select the attributes you would like the customer to have about you and our spa:

- | | |
|--------------------------|------------------------------|
| ✓ Honest | ✓ Dishonest |
| ✓ Knowledgeable | ✓ Uneducated |
| ✓ Friendly | ✓ Conceded |
| ✓ An Expert in Technique | ✓ Average or, Below Average |
| ✓ Low Pressure | ✓ High Pressure |
| ✓ Informative | ✓ Uncaring of guest's needs |
| ✓ Empathetic | ✓ A Jerk |
| ✓ Trustworthy | ✓ Slick or pushy |
| ✓ Belief in Your Product | ✓ Just trying to make a sale |

Make sure to always position yourself in a positive manner. Position yourself as an expert – one who knows our services and product, a professional with empathy, enthusiasm and expertise. To assume the role of a consultant, advise objectively and let the guest decide. You want the guest to know that you care about their needs and consider their interests more important than your commissions.

The Greeting

As positioning starts with the greeting, the greeting begins the process of creating rapport. If you don't greet the guest properly, or in a timely manner, you may lose the opportunity to serve them. The goal of the greeting is to help the guest:

- Feel safe & comfortable, allowing them to relax.
- Open their mind.
- Lower their defenses.
- Get them talking, telling you their needs.



Many guests enter our spa with a "shield." This shield is a result of past negative experiences. Following are some reasons for the guest shield:

- Previous sales/service providers were too aggressive.
- The sales/service provider did not know their products. In one study, 64% of guests did not buy because of lack of product knowledge. Excellent product knowledge is critical!
- No one is available to answer the guest's questions.
- A previous sales/service provider sold them the wrong product. This is caused by poor product knowledge, selling only your favorite products, selling by price, or sales/service providers who don't listen.
- The sales/service provider ignored or was indifferent to the customer. Even if you are busy, you must acknowledge the guest in the first few minutes.

When greeting the guest you should keep four goals in mind:

- ✓ Establish a connection
- ✓ Create rapport and empathy
- ✓ Establish a personal relationship
- ✓ Get the guest talking

Establish a Connection

First, you have to establish a connection. If you can't get the guest to listen, it doesn't matter what else you have to say. Following are some tips that can help you establish a connection:

- Remember the space in front of the guest is perceived as his or her own, try no to violate it.
- Always ask the guest's permission to do something: *"May I ask you a few questions?"*, *"Do you have any areas of concern I should be aware of?"*, *"Can I tell you about our spa packages?"*, *"Is it OK if I follow up with you in a few days to make sure that moisturizer is working for you?"* Asking permission shows respect.
- Lead with empathy. The more the guest feels understood, the more they will open up to you. For example, if you are sensitive enough to notice a confusing look on their face as they look at the treatment menu, you could say, *"Overwhelming, isn't it! That's what I thought at first. Let me see if I can help you select the best service for you."*

Create Rapport

Rapport is defined as a relationship of mutual trust and mutual liking. Once the guest feels comfortable they will open up and share more freely. If your guest is not talking freely, it's a good sign that you have not built enough rapport. When the guest feels understood, they'll be more open to your influence. Following are tips to help you create rapport:

- Introduce yourself: *"Hello Mrs. Smith, my name is Mindy and I will be giving you your facial today."* Or, if you are selling a service or gift certificate, *"By the way, my name is Sam, and yours is?"*
- Pay a compliment and ask a question: *"Great tan! Are you enjoying your stay at our facility?"*



Establish a Personal Relationship

Establish an informal association with the guest. The first words you say to the guest should have nothing to do with business. Following are some tips to help you establish a personal relationship:

- Be aware. Notice something unique about the guest, clothing, handbag, hair cut, jewelry, beautiful skin, etc.
- Use a different greeting with each guest. Be spontaneous. The more spontaneous the more genuine. Practice being spontaneous in an elevator, restaurant or supermarket. Strike up a conversation with a stranger. The more you practice, the more natural this will become.
- Wear a nametag. It makes the guest feel safer and makes you seem more “personable” to the guest. It also makes it easier for them to remember who was helping them.

Get the Guest Talking

The more the guest talks, the more comfortable they'll become. The more they talk about their concerns values and needs, the more they'll feel understood. Following are some tips to help you get the customer talking:

- Ask a series of multi-choice questions. Such as, *“Are you enjoying your stay with us?”*, *“How long will you be here?”*, *“Aside from your spa visit today, have you done anything fabulous?”* *“Where are you from?”*, etc. Multi-choice questions are non-threatening and help the guest feel comfortable. When asking questions, ask those that you feel comfortable asking. A general rule is to ask questions that you would normally ask someone you are building a friendship with. Be sure to listen to their response and connect with their answers. We will discuss this in greater detail later in the Engaging Inquiry.
- Ask the guest their opinion about something. For example, *“We just received this new body moisturizer. I would be interested to know what you think about it.”*

By keeping the above four goals in mind during the greeting process, you will more quickly begin building long-term guest relationships.

Develop Trust

Another key to the Consultative Approach is remembering all of your techniques at all times. This means that you not only seek to make a connection, develop a personal relationship or get the guest talking during your initial contact with the guest, but you strive to continue the process throughout the entire guest interaction. Repeat the same process with future interactions, as well. This facilitates the development of mutual trust and understanding. Remember, the guest will trust you if:

- You are willing to walk away from a sale.
- You will be totally honest.
- You only recommend products and services that you believe will be of benefit.
- You're willing to share concerns about your products and/or services.
- Your willing to praise a competitors products and/or services.
- You're willing to lose a sale in order to serve.



Following are additional tips for developing trust:

- Like your guest. Guests can tell right away if you like them.
- Don't destroy trust by giving insincere compliments or flattery. Be genuine.
- Listen – listening makes people feel understood and cared about. Listening is an active process, one that requires you to pay close attention. Don't be thinking about what you're going to say next. Nothing will destroy rapport more quickly than asking a guest a question which he/she has already given you the answer.
- Ask questions. Each question makes the guest feel that you are interested.
- Find commonness. Look for common interests, values and associations with your guest. It helps them feel connected to you.
- Touch. Physical touch connects you to others. This is why guests often open up and share intimate thoughts and feelings so freely during massage or facial services. Outside of the service a touch on the arm or wrist will connect you to others. Obviously, you must be careful, be sensitive, watch the guest's body language, and be aware of the guest's personal space – all indicators when touch may, or may not be appropriate.
- Match the words, phrases and voice levels of your guest. Listen to what they say and say it their way. It makes them feel like you're like them.
- Match your guest's body language. When two people have rapport they do it naturally. It's subconscious. It facilitates communication. Mirror the guest's body language in the first few seconds of conversation. It builds affinity.

By being trustworthy and practicing techniques of building rapport, you will connect with people more quickly and effectively.



Once you have connected with the guest you continue the trust building process by seeking to understand them. The process of the engaging inquiry is a two-way process. It helps you to understand the guest's feelings and leads them to find you interesting and appealing. The most interesting people we know are those that understand and are interested in us.

The only way you can understand your guest is to acquire information through questions and answers. By asking questions and effectively listening to those responses, you are able to determine their needs, wants and values. Not only does good questioning build rapport and keep the guest involved, but also it keeps you from talking too much. When asking the right questions, you help the guest make their own decisions.

The Engaging Inquiry is critical to positioning yourself as an expert. It includes the three following skills:

- ✓ Asking Great Questions
- ✓ Effective Listening
- ✓ Empathy

Asking Great Questions

The only way to uncover the guest's buying priorities is to ask questions. The greatest tool that you have:

Asking great questions!

Nothing helps a guest feel more understood than inquiring to understand. Inquiring does more than to just gather information:

- ✓ It builds trust and rapport.
- ✓ It keeps the guest focused.
- ✓ It makes the guest feel like part of the solution, by making them think the conclusion was theirs.
- ✓ Most importantly, it allows you to personalize our services and products to best meet the unique needs, wants and values of the guest

The Basic Rule of The Engaging Inquiry is:

Never say a thing that you can find a way to ask.

Remember that the Engaging Inquiry is not a game of 20 questions, or an interrogation process. Do not seem overanxious or rattle off questions in a rapid-fire sequence. You will either bore or exasperate the guest. Balance your questions. Following are some tips that can help you ask good questions:

- Knowing what to ask is important, but knowing when to ask what is equally important. A general rule is to ask open-ended questions whenever possible (questions that require more than a "yes" or "no" response).
- Ask open-ended questions whenever possible. Use close-ended questions (questions that can be simply answered, or with "yes" or "no") to clarify a point in the guest's response, focus on a particular part of the guest's response, limit the guest's response, change the direction of the conversation or take control of the conversation.
- Listen to what your guest is telling you. Respond with additional questions formulated to clarify a point, gather more information and/or establish the guest's real need.



Effective Listening

The next important aspect to the engaging inquiry is learning to be a good listener. Listening is a difficult skill. The problem is most of us are not very good at it. The reason is our minds listen at 450 – 600 words per minute and we speak at about 125 words per minute. We need to force our minds to slow down and stay focused on the speaker. Following are some tips to help you become a better listener:

- Make eye contact with the guest while they are speaking; never stare at the floor.
- Match or mirror the guest's body language, but do this subtly.
- Make affirmative head nods and appropriate facial expressions; never just stare at the guest. Let them know you are involved. After important sentences say, "Yes", or "I see."
- Avoid distracting actions or gestures.
- Avoid interrupting the speaker (unless the spa is on fire ☺).
- Make smooth transitions between the roles of speaker and listener. Ask, "May I ask you a question?"
- Try "QAC-ing" – Question-Answer-Connect. After the guest answers a question, use a connecting statement about the answer. For example, you ask a guest, "Where are you from?" They answer, "New York City." Your connecting statement could be, "I love New York City! There is such a great vibe there." Rather than moving on to the next question, it shows the guest you are engaged and care about what they are saying.

Empathy

Effective listening helps the guest feel like you understand. Listening is the key to empathy. Empathy is the root of compassion. Although the customer may feel you understand and care, you don't necessarily have to agree. When you disagree use empathetic statements like:

- ✓ "I understand how you feel."
- ✓ "I see your point."
- ✓ "I know what you mean."
- Empathy is the basis of the Feel-Felt-Found Technique. It connects your understanding of the guest's message in your own words. For example, the guest tells you a long story about their neighbor's reaction to a waxing service done in our spa. You can respond by saying, "I understand how you **feel**. I've **felt** the same way before and I **found** that there are many factors that can contribute to a skin reaction. For example, did you know that exposure to the sun or certain products containing AHAs just before a waxing service can make the skin more sensitive?"
- Empathy expressions open the guest's mind and eliminate their need to psychologically defend their position. By being empathetic you will also help to build rapport and develop a relationship of mutual trust and understanding.
- Without the Engaging Inquiry our guest will not feel understood, and you won't find the right service or product fit. Once you uncover the guest's wants, needs and values using the above skills, you will be better prepared to present the right service or products.
- Remember, everything we have covered and will cover are skills. Skills are not inherent, they are learned. For some, these skills may come more naturally because of certain personality traits. For others, it is the continual practice and mastering of these skills that will establish them as experts.



By this time you have discovered what the guest values and you have built trust with them. You know what they want and why they want it. Because of your Engaging Inquiry the guest feels understood and open to your influence. You have sold yourself by seeking to understand their needs and wants.

Now it's time for you to take center stage! The presentation is where your enthusiasm and your expertise will be used to convey your conviction in our services and products.

The presentation should be developed not to manipulate the guest to buy what you want, but make it easier for them to recognize that they are selecting the services and products that will make them happy and address their needs. They will be open to and feel good about the process. Their positive attitude is the result of you using information gathered during the Engaging Inquiry to make a presentation based on their needs.

Transition

Before starting the presentation, you'll want to make a gentle transition from asking questions to presenting a service or product. You can bridge to the presentation by saying something like, *"Based on what you have told me, we have a few products that will address your needs. May I show them to you?"* or, *"I think I understand what you are looking for. We have a few services I think you will love. May I tell you about them?"*

Offer Choices

- Show the guest more than one service or product, but less than five. If you present too many at once, you might make the guest feel overwhelmed or confused and can prevent them from making an immediate decision.
- On the other hand, when you show a guest only one product, you might make them feel like they do not have enough choices. In the event that there is one perfect service or product that best meets their needs, still give the guest a choice.
- For example, a guest shares his concerns about ingrown facial hair. You have a product that specifically targets ingrown hair. You also have a facial exfoliating product that could help reduce the formation of ingrown hair, although it does not directly address the concern. You may present both items to the guest. As you present the product's attending features and benefits, the guest will be able to identify the one product that is better suited over the other.

****Please note:** Once you have an established relationship with the guest, offering choices may not be necessary. The guest knows that you are a trusted expert, has seen the results of your past recommendations, and will readily accept your single recommendation of the best service or product.

Features and Benefits

When presenting services and products, it is important to understand the difference between features and benefits.

- ✓ Features are about services and products (**what they are**)
- ✓ Benefits are the specific results that guests can see, feel and appreciate (**what they do**)



Most sales/service providers try to sell features, because it is the features of the service or products they understand. The problem is it is difficult for the guest to translate the features into benefits. The guest buys the service or product for the benefits; what it will do for them. An obvious example is when a guest purchases a facial moisturizer, she does not purchase it to go along with her facial cleanser, she buys it because it makes her skin feel softer, smoother and gives her a more youthful appearance.

When presenting a service or product, use the information you gathered in the Engaging Inquiry to lead with the benefits the guest values most, then, follow with features.

For example: *“Mr. Jones, you mentioned you wanted to give your wife something that would help her relax, while making her feel pampered and indulged. May I offer two packages? The first, our Healing Retreat will make her stress melt away with a warm aromatic bath soak in rose petals followed by a soothing stone massage. The second package, the High Mountain Indulgence, is a little longer and lives up to its name. It will leave her skin baby soft, her muscles relaxed and her toes pampered. This package includes a complete body exfoliation, a massage with aromatic oils followed by a warm wrap and a total foot overhaul complete with exfoliation, massage and a paraffin dip.”*

Benefits of the packages: 

Features of the packages: 

Always show the guest what the service or product does, not what it is.

Know your Product

In order to effectively present features and benefits, you MUST know your product. If you don't, you may find yourself unable to show the guest how the service or product will benefit them. If you do not understand the value of our services and products, you will be unable to help the guest understand the value of our services and products.

Too Much Information

Sometimes sales/service providers have a tendency to give the guest too much information. This can create two problems:

1. The guest loses interest and starts tuning you out.
2. The guest becomes confused.

How do you know what's just enough information?

Begin by offering only the features and benefits that you feel will be important to the guest. Read the guest. Some guests will want more detail and education, while others will want little, or no technical information. If they ask you questions, or seem as if they can't see how the service or product will meet their needs, provide additional information.

Create Ownership

Next, create a desire for ownership. We've already mentioned you cannot assume the guest can translate the features into benefits. You must do this for them. If you do this effectively, you will convince them that they really want our services and products. If the guest knows that a service or product will benefit them directly, they want it! Show them the “payoff benefits” that match their needs, wants and values.



You can create ownership by providing the guest with a mental picture of them using and benefiting from the service or product. For example, *"Mrs. Jones, I want you to feel the skin on your legs before I begin your exfoliation. How does it feel?"* Administer the exfoliation treatment. At the conclusion of the treatment say, *"Mrs. Jones, I would now like you to feel your new legs. Do you feel the dramatic difference?"* Wait for her reply. *"Your skin can actually feel like this every day. We have this same product available for home use. May I tell you more about it?"*

Sell With Integrity

Never "put down" or belittle a competitor's services or products. If the guest tells you they use another product line at home that you do not offer, do not insult them by telling them their product is no good. In essence, you are telling the guest they used poor judgment when purchasing their products. This can offend the guest and make them feel stupid. Instead, ask them if they are happy with the results of their product. If not, find out why. Then, recommend a product with benefits that meet the needs their current product does not. If they are satisfied with their products, find out what they like about them. Instead of offering a competing product, offer one that compliments those they already have.

Don't Over-Promise and Under-Deliver

The average sales/service provider will over-promise and under-deliver. This may allow them to make a one time sell, but will destroy any established trust and eliminate the chance for a future on-going relationship. Additionally, this may result in service dissatisfaction leading to loss of revenue due to service comps and product returns. Always provide the guest with realistic expectations, not over-embellished results.

Be Honest and Share Concerns

The expert is not afraid to be honest and share their concerns about a service or product. A good example is a treatment that shows optimum results when done in a series. If the guest is interested in booking a single treatment that may not give them the results they are expecting, let them know. Explain to them the best results are achieved when a series of treatments are performed and the benefits of that treatment are accumulated and compounded. Another example would be a guest who wants to purchase a cellulite product for home use. Explain to them although the product is effective, it is more effective when coupled with the professional treatments offered in our spa. They may not be satisfied with the results of home use alone. The guest will trust you more, if they feel you are willing to walk away from the sale of the wrong service or product.

Do not be surprised when your guest responds by wanting more information about a series program or professional spa treatments and ends by making a sizeable investment in future services or products.

The Price Objection

We often think that price is the major concern of every guest. We typically dread or avoid the moment we present the guest with the price. Surprisingly, price is not always an issue. Furthermore, few guests will turn their back on a service or product they want/need because the cost is higher than they expected.



One benefit of the Consultative Approach is if you have done your job effectively up to this point, price won't be an issue. You have already met the guest's needs and wants and have created their desire for ownership.

If price does appear to be a concern, the best approach is the direct approach. Let the guest know up-front that the services or products they are interested in will be a sizeable investment. However, based on the needs and concerns they have discussed with you, you are confident their results will out-weigh their investment.

Again, excellent service and product knowledge is critical! If you do not believe in our offerings, you will be unable to recommend with confidence. The only way to obtain the knowledge and confidence required for The Consultative Approach is through regular personal study, experiencing spa services and using our products. To best "talk the talk" you must first "walk the walk."



Finally, we are ready to discuss the last step in the Consultative Approach. Remember, it's a process:

1. Asking questions and listening, then gradually leading the guest to discover their need for one of our services or products.
2. Narrowing the choices as you listen and inquire, then direct the guest to a specific solution.
3. Supporting that choice by reviewing the reasons the service or product makes sense as a solution to their needs.
4. Finally, we move toward a commitment – The Close.

First, we need to radically change the way we think of closing. When you consider the word “close,” it sounds like such a final thing. We may as well call it the ending. That's not how we want to think of the close at all.

Begin Long-term guest Relationships

Even for destination and resort spas that assume that their guest will not have a return visit, **it is important for us to treat the guest as if we were beginning a long-term care relationship.** When this is accomplished, the guest leaves our spa with an extraordinary experience and knows that if they return and/or recommend friends and family, they will not be disappointed. All spas, specifically Destination and Resorts, need to consider the power of developing long-term relationships with their guests.

With the Consultative Approach, building a guest relationship is an on-going process and the closing is nothing less than a milestone in that relationship. It doesn't end the relationship, in fact we don't call it the close at all, and we call it “The Open.” It's the opening to the future. It points to greater things on the horizon. Now begins the process of nurturing the relationship further, of cultivating a partnership for the future.

Asking

Does it surprise you to hear that most sales/service providers never close the sale? They find the close stressful and avoid it altogether. The close does not need to be stressful. It's simple really. All you need to do is ASK.

As children, we always used this method to get what we wanted. When we asked for something, more often than not, we got it. However, between childhood and adulthood, something happened that made us quit asking.

As adults, many of us sabotage our own happiness because we are afraid to ask for what we want. Have you ever been attracted to someone, but afraid to ask for a date? Have you ever wanted something from your spouse, but were too afraid to ask? Have you ever felt like you deserved a raise, but feared asking your boss? When you are afraid to ask, you become the loser.

“You miss 100 percent of the shots you never take!”
-Wayne Gretsky

If you follow the techniques we have discussed, some guests will buy without you having to ask, but many will not. You will never become a peak performer if you leave the responsibility of the close up to the customer.



Why don't we ask?

Mostly, we refuse to ask because of fear! We feel comfortable once we have established rapport and built trust. We are afraid that if we ask for the sale, we will destroy what we have worked so hard to develop.

Here are some tips for those that find it difficult to ask for the sale:

- Don't lose the sale in your mind.
- Listen to what you are saying to yourself.
- Don't talk yourself out of asking for the sale.
- Practice and develop a positive mindset.
- Feel the fear ... and ask anyway.

Recognizing Buying Signals

Guests generally provide you with clues called "buying signals" ... when they are ready to buy. Be alert to these signs and be prepared to act promptly. Here are some never-failing signs the guest is ready to make a decision:

- The guest has comfortable body posture. If the guest looks relaxed with arms at side, you should be comfortable with closing.
- Positive facial expressions. If the guest is smiling, laughing or nodding approval, they are probably ready to buy.
- Positive phrases. If you hear statements like, "*Great!*", "*Ohhh, I love the way that feels,*" "*Wow!*", etc., the guest is giving you positive clues.
- Small point questions. Questions about product use, service availability and availability of products closer to their home...are all good signs.
- Holding a product tester or comparing several products for any length of time shows the guest is close to making a decision.
- Pulling out their wallet. If the guest pulls out their wallet, checkbook or credit card, it's a signal they have made a decision.

Prepare yourself to respond to those signals by asking for the sale in a confident manner. Your words, expressions and body language all must convey to the guest that you are positive that the solutions you have both reached together will best meet their needs.

Assume the Sale

Even when all of the proceeding steps have been done correctly, some guests will not purchase until asked. Great sales/service providers "assume the sale." They are confident that the guest will buy. They have conviction that they can help the guest by improving their lives and addressing their health, wellness and beauty concerns. To assume the sale, you should:

- ✓ Ask with eye contact
- ✓ Ask with sincere conviction
- ✓ Ask with confidence
- ✓ Be polite
- ✓ Be respectful



Timing is Everything

If you have properly used the outlined techniques discussed earlier, the close should come naturally. Watch for the correct time to ask for the sale. Be consistent with what you have learned about your customer. If you try to close too soon or without concern where the guest is in the process, you'll likely drive the guest away, rather than getting them to buy.

Avoid Killing the Sale

Average sales/service providers sometimes kill the sale unknowingly. Following are suggestions to prevent the most common "sales killers":

- ✓ Avoid over-talking.
- ✓ Listen to the guest.
- ✓ Do not be too eager.
- ✓ Do not talk about your commission.
- ✓ Avoid using manipulative or high-pressure techniques.
- ✓ Do not talk down to the guest in a condescending way.
- ✓ Avoid using excessive industry jargon.
- ✓ Avoid using a slick or smooth approach.
- ✓ Recognize buying signals and act quickly.

Don't Push

Remember, our guests are coming to us for a relaxing experience. One of the greatest disservices we can provide is by being too aggressive or pushy. Assume the role of a consultant. **Educate. Advise. Recommend. Ask.**

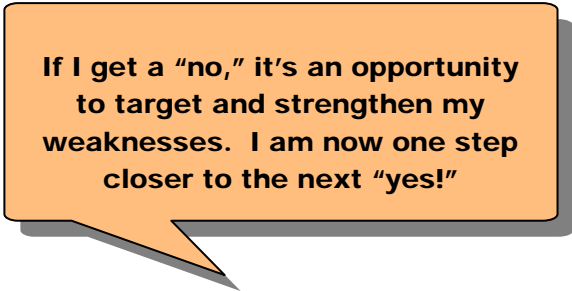
Respect our guest's decision. When you practice and follow the Consultative Approach you will only be asking for a sale of a service or product the guest needs. Rejections will be rare.

Rejection

If you are rejected, don't become discouraged. Take the opportunity to evaluate the process. Consider and reflect upon the following possibilities:

- ✓ Was I effectively listening to the guest?
- ✓ Did I understand the guest's needs?
- ✓ Did I effectively educate the guest?
- ✓ Did I try to sell the wrong service or product?
- ✓ Do I need to improve my service and product knowledge?

The mindset of an expert is:



If I get a "no," it's an opportunity to target and strengthen my weaknesses. I am now one step closer to the next "yes!"

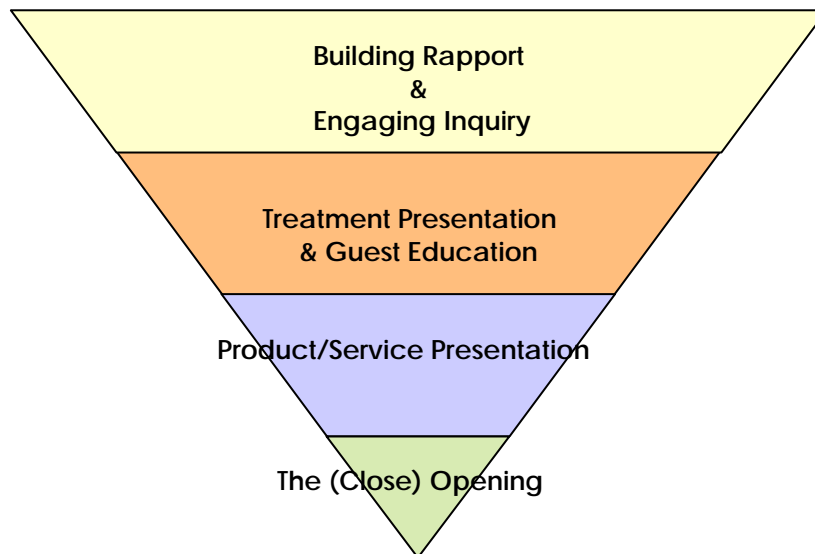


As you have read the techniques described earlier in this section, you might be thinking to yourself, *"This does not apply to me. I don't have the time to use the Consultative Approach techniques, when I am administering services."*

On the contrary, our Consultative Approach was developed by a sales expert and successful technician licensed and trained in all areas of the skin, hair and body lacking only a license in massage. These methods have been spa-tested and proven to be the most effective and results-driven approach. You simply need to understand how to adapt the techniques, customizing them to fit each unique guest situation.

Be flexible in adapting the Consultative Approach method. Although, the techniques remain the same, the amount of time and how you apply each step is different.

The Consultative Approach for Service Providers looks more like this:



Knowledge Is the Key

As a technician, it is crucial to your success that you are knowledgeable. You must not only have an excellent knowledge of your particular expertise, (the skin, the body, hair, nails, etc.), it is necessary for you to thoroughly understand all of the treatments you provide: home care maintenance techniques and corresponding home care solutions.

You must take the initiative to study and learn these subjects in-depth. The more you know, the easier and less time it will take to educate the guest.

Building Rapport & Engaging Inquiry

Notice, we did not assign a percentage of time you should spend on each step of the process. This is because in the treatment rooms, to be successful you have to learn how to apply all the techniques at the right time and simultaneously.

You should strive to build rapport and practice engaging inquiry throughout the entire time you spend with the guest. While you are educating the guest about the service seek to understand them more.



This usually comes naturally. For example, before beginning a massage you ask the guest, *“Do you have any areas of concern that I should be aware of.”* Listen to what they say! If they tell you they would like you to focus on their neck...do it! Many times service providers don't effectively listen to their guests. Anxious to help the guest feel better, they ask the question then tune-out the answer. They administer the massage by giving the guest their favorite massage protocol, rather than remembering to address the guest's needs.

Unfortunately, this is very common. It is one way that a service provider can quickly destroy any rapport or connection they have previously made with the guest. **Remember, a guest that is not listened to does not feel understood.**

When educating the guest about a product, you continue the Engaging Inquiry by asking questions to identify whether or not the guest has a need. When administering a treatment, you check with the guest regularly to ensure their comfort. This builds trust and establishes rapport.

You can now better understand how all of the steps can overlap each other in the process.

Don't Forget Why the guest is Here

Another common mistake made by service providers is recommending products that are not applicable to the guests needs. For example, if a guest books a massage, a massage is what they are interested in. Most likely, they do have other needs they are not aware of. By offering products to the guest that they do not yet realize they need, you will make the guest defensive and reluctant, and help to lessen their experience. Following are some tips to help identify hidden needs and make your guest aware of those needs:

- Start by offering products and techniques that are applicable to the service the guest is receiving. Do not offer a body exfoliation product if the guest is seeing you for a massage. (Unless the guest has mentioned their rough skin, or shown other interest.)
- Give the guest the gift of your knowledge. At the end of their service, tell the guest any areas of concerns that you observed while administering the treatment. Educate them about the possible cause and provide small tips for avoidance. **Read your guest.** If they seem uninterested, do not persist. You have not been effective at establishing a need. You might consider being quiet and trying again later.
- Use your knowledge coupled with the Engaging Inquiry to identify hidden needs. For example, if the guest tells you they are having neck problems, take a moment to ask why. Learn about their work or leisure activities. Provide them with tips on improving their body mechanics, or self massage techniques. Often times, your appreciative guest will begin telling you about other concerns ... concerns you most likely have a solution for.
- Understand that some times establishing trust and making a connection means “shutting up.” Rather than telling the guest what you know, show the guest what you know. Your touch can speak volumes.



Treatment Presentation and Guest Education

Administering the treatment and educating the guest happen simultaneously. Here are some tips to help you be more effective at treatment and guest education:

- Prior to beginning the service, briefly explain the benefits of the treatment while outlining the treatment process. Knowing what to expect beforehand helps the guest feel comfortable and more relaxed.
- Advise the guest beforehand about any strange sensations they might feel.
- Occasionally, talk them through the process. For example, before doing extractions, inform the guest you are placing eye pads on the eyes and they will experience a bright light. Next, tell them they might feel a little discomfort while you extract the skins impurities.
- Let them know it is OK at any time to tell you if they are not comfortable with the procedure.
- Read your guest. Some guests relax by talking...most do not. If your guest is talkative, talk to them. Respond to their inquiries, but do not initiate ongoing responses. At some point, you may want to tell them to relax and enjoy the treatment. If they continue to talk...it's a good sign they are relaxed and enjoying themselves.
- If guests offer quick responses to your questions and have closed body language, shut up and get to work. On conclusion of the treatment, you can quickly give an assessment and offer your knowledge.
- Be confident in your treatment application. A guest can feel if you are not confident in your abilities to administer the treatment. Even if you are first learning the treatment, your ability to express confidence through your hands can mask any lack of knowledge in treatment protocol.
- Never, never leave the room during a treatment! If the guest is masking or wrapped, take the opportunity to provide a neck, hand or foot massage. Going the extra mile will not only pay off by strengthening your guest relationship, it almost always increases the amount of your gratuities.
- Remember, the more you serve the guest, the better their experience. The better their experience, the more likely they are to return.

Always be sure to educate the guest at the conclusion of their treatment! Remember to use your knowledge coupled with Engaging Inquiry to identify hidden needs.

Product/Service Presentation

Service Providers often get the idea that they are supposed to push products. They fail to recognize the guest has ongoing health, wellness and beauty concerns. If you have practiced the techniques properly, and at the end of the service you feel an additional service would benefit your guest, make the recommendation. If the guest seems responsive, go a step further and walk with them to the front desk to check your schedule. You can then hand them off to the receptionist. This is not a process that takes a large amount of time. It can happen in a matter of minutes.

The (Close) Opening

You should still follow all of the techniques previously discussed. Just remember, the best way to sell as a service provider is to educate the guest, uncover hidden needs and provide solutions. A hard-sale or aggressive close is not necessary. Give the guest real information and techniques that they can use long after their visit to our spa. Each time they use them, they will think of you and the fabulous experience you gave them!



Like anything, The Consultative Approach takes practice and time to become comfortable with. You cannot expect to become an expert overnight. Mozart became a great composer after years of practice. Van Gogh painstakingly practiced and perfected his painting techniques. Thomas Edison tried and failed nearly 1,000 times before he successfully created the light bulb.

The difference between those who find great success in life and those who don't is the amount of effort and action they put forth.

You have taken steps toward success by seeking and obtaining a job in our spa. As a service provider, you have attended school to acquire the skills and professional licensing needed to work in the health, wellness and beauty industry. You have not reached your destination. You are beginning a career-long journey that will continually lead you to greater knowledge and wisdom. True experts know this, and keep moving forward in the process.

Only you can determine your level of success in this industry. We have provided you with some necessary tools to help you along the way:

- ✓ Product and Service Knowledge
- ✓ Customer Service Training
- ✓ Treatment Training Specific to Our Spa
- ✓ Overview of Common Spa Services
- ✓ Spa Services Quick Reference Guide
- ✓ The Consultative Approach to Selling

THE REST IS UP TO YOU!





OVERVIEW OF COMMON SPA TREATMENTS

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Throughout the course of history, massage therapy has been used for many conditions, from labor pains to mental illness, restoring movement to injured limbs, and for rheumatic diseases, stomach pains and aging. The benefits of massage are numerous, including release of muscle tension, improved circulation, increased oxygen and nutrients to the body's cells and tissues, the promotion of waste elimination, improvement of immune system, and soothing the peripheral and central nervous system. Spas offer many different types of massage techniques and combinations. Additionally, each therapist has their own unique style, which almost ensures that no two massages will be the same. Massage is the most popular of all services due to its relaxing and stress reducing abilities.

- Massage therapies can be classified into three groups:
 - ✓ Manipulative Therapies
 - ✓ Energy Methods
 - ✓ Amalgams (combinations of both)

Generally massages are booked in 25-minute, 55-minute, 80-minute and 100-minute sessions.

MANIPULATIVE THERAPIES

Manipulative therapies involve the movement of muscle tissue. Following are the most common manipulative therapies.

Neck Back and Shoulder

An introduction to massage utilizing a variety of techniques to relieve the tension of commonly overstressed areas.

Swedish Massage

The most commonly offered and best known type of massage. This European technique is used to improve the circulation, ease muscle aches and tension, improve flexibility and create relaxation. Pressure can range from light to medium.

Aromatherapy Massage

A massage combined with the application of essential oils from plants, leaves, bark, roots, seeds, resins and flowers. These oils are used to treat emotional disorders, organ dysfunction, and skin problems. The therapist to meet each individual's needs generally customizes treatments.

Maternity Massage

Safely relieves tension and discomfort caused by the physiological changes of pregnancy, with special attention to the lower back, legs and feet.

Deep Tissue Massage

This massage technique separates muscle groups and loosens fascia (a thin layer of connective tissue covering and supporting or connecting the muscles or inner organs of the body) so as to bring about the realignment of the body and freedom of movement. This massage is not for everyone as it's a deep, sometimes painful kneading of the muscles. However, its proponents claim that the massage has ample benefits (e.g. - improved posture and relief of chronic tensions). Recommended for those with muscle fatigue and chronic pain.

Sports Massage

Primarily for the serious athlete who trains regularly. This modality focuses on the muscles relevant to the particular athletic activity. Used prior to activity, it aids in the warming of muscle tissue, which allows for better athletic performance and a reduction in risk of injury. For maintenance or following activity, it is useful in keeping the muscles limber and in prime condition.

Multi-therapist Massage

Two or more therapists give one guest a full body massage. This massage usually incorporates Swedish massage techniques of light to medium pressure. The therapists can perform the massage with either synchronized or random strokes. An enjoyable and extravagant way to relieve stress and tension.

Hot and Cold Stone Massage

Smooth stones are soaked and heated in warm water. As the stones travel over the body, cool in the hands, rest on the back and find their way into the little areas that weigh the entire body down, their warmth will comfort and soothe tired muscles. Although, less popular, some hot stone massages are finished with the use of cold stones to help aid in increased circulation and a reduction of edema.

On-site Chair Massage

Is one name for a short (15 – 20 minute) massage. Performed without oil, on a fully dressed guest, while seated upright in a chair designed for massage. This quick fix focuses primarily on the neck, back and shoulders and is popular in offices, conferences, workshops and certain social events.

ENERGY METHODS

Energy methods involve stimulating various body points to move energy throughout the system. Most commonly, the guest remains fully clothed for these types of treatments.

Acupressure

According to ancient Chinese philosophy, the body contains channels or meridians through which energy (*qi or chi, pronounced "chee"*) passes. There are corresponding points on the surface of the skin where the energy enters and exit points where the energy leaves. Acupressure is the art of applying pressure to those points to affect the workings of internal organs or enhance pain tolerance by re-directing the flow of chi.

Shiatsu

The Japanese version of acupressure means "finger" (shi) "pressure" (atsu). Like acupressure, Shiatsu works with vital points and energy meridians and uses finger-thumb-palm pressure. Unlike acupressure, Shiatsu also manipulates other parts of the body in the course of treatment. Intended to stimulate the body's inner powers of balance and healing.

Reflexology

Ancient Chinese technique using pressure point massage (usually on the feet, but also hands and ears) to restore the flow of energy throughout the body. A very relaxing treatment, which can affect all areas of the body by reducing stress and tension and creating a sense of well-being.

Reiki

Meaning "universal life-force energy," a scientific method of activating and balancing the life-force energy present in all living things. Techniques are applied to the entire body, channeling energy to organs and glands, and aligning the chakras (energy centers). Intended to relieve acute emotional and physical conditions.

AMALGAMS

There are several forms of massage that are an amalgamation of energy and manipulative therapies, or combinations of mind /body work. Examples include; Polarity Therapy, Reichian Massage, Feldenkrais Technique and Applied Kinesiology. Usually, Massage Therapists create their own unique combinations offering guests the benefits of both manipulative and energy methods.



For centuries the therapeutic properties of water have remained a constant source of renewal to our health and beauty. Used for important religious ceremonies, playing part in fertility rituals, healing the sick, serving as a gathering place for social activity or simply for refuge and relaxation, the ritual of bathing has played various roles in many cultures as documented by the Egyptians, Greeks and Persians. Today many spas offer bath treatments in sophisticated tubs containing more than 200 jets and a handheld water wand. These hydrotherapy tubs are programmed to offer a variety of stimuli through a series of water massage.

- Treatment baths can be sold as a 25-minute pre/postlude to massage, or as a 50-minute bath and wrap, which can replace a traditional body wrap. The benefits of the bath are numerous, and the ingredients in which to soak are endless.

BENEFITS OF HYDROTHERPAY BATHS

- **Muscular Stimulation:** Muscles can bear 10 times more pressure under water than out of water. Thus, muscular pressure and stimulation can be increased in a hydrotherapy tub without placing undue effort or stress on the skeletal system or heart.
- **Absorption of Elements:** Heat promotes the penetration of the vitamins and trace elements contained in the treatment baths. The body readily absorbs the active ingredients contained in seaweeds, seawater, plants, flowers and other organic materials because of the compatibility between organic structure and human internal structure and tissue.
- **Detoxification:** The heat generated by the water raises the body's temperature and activates perspiration. This action, combined with muscular stimulation and lymph drainage, is an effective method of purifying the body through waste elimination.
- **Skin Conditioning:** Throughout the duration of the bath, blood circulation to the upper layers of the skin is increased. This aids in the elimination of the dead tissue layer on the surface of the skin, allowing the increase of cellular renewal. In addition, the skin is nourished by the absorption of vitamins, minerals, and enzymes that the skin may be lacking, resulting in smoother, softer skin.
- **Claustrophobia:** For those guests suffering from claustrophobia, body wraps can prove impossible. Hydrotherapy bath treatments will accommodate such guests by providing them the same benefits of body wraps, without the restrictions.

COMMON INGREDIENTS

- **Mineral Soaks:** Single ingredients or combinations of the following: mineral salts, sodium bicarbonate, dried flowers, plants, herbs and essential oils. Benefits include: uplifting, relaxing, ease of muscle tension, purifying, and slimming.
- **Mud:** With different origins, there are a variety of mud baths available. In general, mud contains a host of herbs and minerals that help to balance the skin's pH and increase blood flow to the tissues. Mud's detoxifying, toning and revitalizing properties are excellent for all skin types.
- **Seaweeds:** With more than 25,000 different varieties, there are many types of seaweed used in treatment baths. As with land plants, each sea plant contains unique and beneficial properties. The most commonly used seaweed baths help aid in the detoxification process, contour and slim the body, and firm and tone the skin.

- **Seawater:** Preserved by either a heat, or freeze-dried process, seawater benefits those suffering from mineral depletion (athletes, pregnant or postpartum women, stress, etc.) Seawater is the only medium, (aside from our blood plasma) which contains all 104 trace elements. Trace elements are minerals that serve as catalysts for vital body functions such as growth, tissue regeneration and metabolic regulation. When heated above body temperature, seawater is absorbed into the system and recharges our cells, resulting in a more balanced body.
- **Aromatherapy:** Aromatherapy baths utilize essential oils from plants, leaves, bark, roots, seeds, resins and flowers. These oils are used to treat emotional disorders, organ dysfunction, skin problems and provide an overall sense of well-being. Most aromatherapy baths are customized to meet individual's specific needs.
- **Milk Baths:** Milk is rich in lipids, which help to bind moisture to the skin. Many times milk is combined with complimenting ingredients such as honey, fruits, herbs, spices, flowers and warm oils, which help to soften, soothe and calm the skin. Ideal for those suffering from dry, devitalized skin.

Like the face, the basics of body care are simple: cleansing, exfoliating and moisturizing. Spas take these basics a few steps further with treatments that are designed to meet specific concerns by giving the body a boost where needed. Body treatments work both topically and internally by stimulating natural body functions. The influence of global techniques and allow for limitless ingredient combinations to achieve common treatment goals. Treatments may be enhanced by the addition of specialized equipment. Examples include, but are not limited to: ceramic heating blankets, oxygenating capsules, suspended thermal waterbeds, Vichy showers, steam units, etc. Overall, these treatments provide the guest with a deep sense of relaxation and well-being.

Body treatments can be classified in two major groups:

- ✓ **Total Body Treatments**
- ✓ **Localized Body Treatments**

Within each group, they can be divided into sub-groups. Following is an overview of such.

TOTAL BODY TREATMENTS

Total body treatments are generally booked in 25-minute, 50-minute, 80-minute, 100-minute and 120-minute sessions.

- **Topical Cleansing and Exfoliation:** The main objective of exfoliation treatments is to remove the dead layer of skin cells. The result, a softer, suppler skin. Other benefits include; increased microcirculation, muscular stimulation and overall relaxation. Ingredient combinations are limitless, but most commonly include: salt, sugar, grains, crushed berries, spices, nuts and oils, cream or enzymatic peels, loofah sponges, mitts and dry brushes.
- **Moisturizing:** Moisturizing treatments can range from those designed to simply relax and renew, to treatments, which aid in the relief of overexposure to the elements. Treatments improve the skin's natural ability to restore and/or retain essential moisture in the tissues. Common ingredients used are: moisturizing creams and lotions, shea butter, variety of plant & vegetable oils, paraffin wax, honey, and other fruit, vegetable and plant extracts.
- **Detoxifying:** There are two ways in which detoxification treatments work. First, the application of heat in order to increase the body's natural elimination process through perspiration, and secondly, by using ingredients, or manual stimulation to enhance the body's lymphatic system. In many cases, these treatments are a combination of both. Common treatments include: seaweed wraps, herbal wraps, Ayurvedic treatments and mudpacks.
- **Re-balancing and Stress Relief:** Body treatments, which help to restore balance to the system and provide a deep sense of relaxation. Common methods include: aromatherapy, ayurveda, light therapy, color therapy, and thalassotherapy.
- **Slimming/Contouring:** With numerous contouring treatments and patented ingredients on the market, it would be difficult to explain how each work. In general, treatments increase metabolic activity, activate fat burning enzymes, and eliminate water retention. In addition to manual therapies, there are several mechanical options, as well. For optimal results slimming/contouring treatments should be sold in a series of 5 -10 treatments with attending home care products.

- **Firming:** Firming treatments increase tonicity of the skin and fortify the epidermis. These treatments are ideal for post-pregnancy and weight loss skin restoration, and to lessen or slow the affects of aging. For best results, firming treatments should be sold in a series of 5 - 10 treatments with attending home care products.
- **Maternity Care:** Designed with the expectant mother in mind. These treatments help to alleviate some of the common discomforts that afflict both the pregnant and postpartum woman. Areas of focus include: reduction of edema in the legs, itchy skin remedies, stretch mark prevention and reduction, treatment of hyper-pigmentation (pregnancy mask), postpartum mineral renewal and post-nursing breast care.
- **Skin Bronzing:** Skin-bronzing treatments give the beauty of sun-kissed skin, without the health and aging risks of ultraviolet exposure. Commonly treatments include a full body exfoliation, self-tanning product application and home care product for re-application.

LOCALIZED BODY TREATMENTS

Localized body treatments address a variety of common skin and body conditions which focus on specific areas, rather than the body as a whole. There are two different treatment approaches that can be taken. It is the responsibility of both the facility and patron to determine which means best fits their own beauty beliefs and philosophies.

For those looking for quick and dramatic results, paramedical services deliver. Aggressive in nature, these costly treatments can be painful and may require "down time."

For those who prefer a less invasive approach, treatments provided outside the care of a Physician (by aestheticians or massage therapists) can be effective. Because treatments are gentler, it can take up to 5 – 6 treatments before any change is visible. Furthermore, results may be less dramatic than the paramedical alternative.

Regardless of approach, results will vary due to each individual's physiological makeup. The participant's full commitment to their chosen program is vital, and should be supported with appropriate home care products, healthy diet and regular exercise for optimum results.

In general, treatments are sold and performed in multiple series (5 -10 treatments).

Common areas of focus include:

- ✓ **Cellulite**
- ✓ **Varicose and Spider Veins**
- ✓ **Stretch Marks**
- ✓ **Firming Breast Treatments**
- ✓ **Hair Removal**
- ✓ **Reduction of Scars**
- ✓ **Hyper-pigmentation**
- ✓ **Back Facials**

Generally booked in 25-minute, 50-minute and 80-minute sessions.

Skin is exposed to a variety of both internal and external aggressions: extreme weather, ultraviolet rays, pollution, hormonal changes, unbalanced diet, poor blood circulation and cellular aging. Regular facial treatments lessen the negative effects, and improve the overall function and appearance of the skin. Congruent with all spa treatments, the numerous methods and products are inspired by ancient and modern healing techniques and from around the world.

Facials can be classified into four major groups:

- ✓ **“Mini” or “Express” Facials:** performed in 25 minute sessions
- ✓ **“Basic” or “Standard” Facials:** performed in 50 minute sessions
- ✓ **“Ultra” or “Luxury” Facials:** performed in 80 or 100 minute sessions
- ✓ **Paramedical Facials:** session times vary

MINI FACIALS

These “pick-me-up” facials are great for those with limited time, or for building spa packages. Express treatment usually includes: a cleansing and skin exfoliation, mini facial massage and application of skin moisturizer. Additional products such as facial mists, or steam can be incorporated, as well. Other uses include:

- ✓ Addition to makeup application services
- ✓ Marketing tool to help introduce guests, such as, teens and men to the benefits of skin care
- ✓ Guest appreciation gifts (complimentary birthday/anniversary treatments,) etc.

BASIC FACIALS

Regardless of the method and products used, a facial generally contains these standard treatment components: a skin cleansing and exfoliation, application of steam, light extractions, facial massage, treatment mask and application of skin moisturizer. Often basic facials will also include a scalp, hand or foot massage for the duration of the treatment mask.

With literally hundreds of products, methods and patented ingredients, spas are able to select treatments that complement their unique philosophies and surroundings. Facial treatments are normally customized to meet the following types, or skin conditions:

- ✓ **Normal or Dehydrated (water-dry)**
- ✓ **Oily or Acne-prone**
- ✓ **Oil-dry or Element Damaged (pollution, sun damage, etc.)**
- ✓ **Sensitive or Reactive (couperose, blotchy or poor circulation)**
- ✓ **Age Softening and Age Preventative**
- ✓ **Men (ingrown hair, razor burn, etc.)**

LUXURY FACIALS

These ultra-facials normally include the same treatment components as basic facials with some additions or adjustments. The longer duration of treatment also allows the aesthetician more time to address specific needs. Following are two examples of how these treatments might be built:

- **Ultra Anti-Aging Treatment:** Following the skin cleansing and exfoliation process, an AHA peel is applied for a deeper exfoliation of the skin. For the duration of the peel, the guest's hands are massaged and dipped in warm paraffin. After removal of the peel, the face and neck are massaged with specific oils and extracts. Next, a plastique-firming mask is applied over the oils and extracts. Once the mask sets (in minutes) a special massage is administered to the eye area, followed by soothing eye packs. The back of the neck, shoulders and décolletage are massaged. The paraffin is removed from the hands with a light massage. The eye packs and facial mask are removed. A light aromatic mist, or cool towel are placed on the skin and followed with a facial moisturizer and application of sunscreen.



- **Ultra Skin Purifying Treatment:** This treatment may start with a back exfoliation and massage to help the guest relax prior to deep cleansing. Following, the skin is cleansed and an enzymatic exfoliant is applied with steam. Next, a de-incrustation mask is applied to help further loosen clogged pores and ease the removal of blackheads and pimples. For the duration of this mask, a foot massage is administered followed with a warm towel wrap. Following the removal of the de-incrustation mask, extensive removal of blackheads and pimples are performed both manually and with the aid of instruments/machines. After extractions, the skin is gently massaged with purifying and calming extracts and a second mask is applied to reduce redness and irritation. The hands are then massaged for the duration of the mask. Upon its removal the treatment is finished with an application of an oil-free emulsion.

Most product companies offer both "beauty cream masks" and more sophisticated "professional use only" masks. Ultra facials normally involve the latter. Additionally, companies offer specific equipment, methods and techniques that enhance the benefits of their treatments. To minimize the risk of facial skin reactions, it is wise to follow your chosen vendor's treatment protocol.

PARAMEDICAL FACIALS

Aggressive treatments, which deliver serious and immediate results. With the exception of Microdermabrasion, these treatments should be performed in a facility under the care of a medical physician. Some destination, resort and day spas have provided their guests with treatments of this nature, by forging partnerships with local cosmetic surgeons.

Common treatments include:

- ✓ Microdermabrasion
- ✓ Laser Hair Removal
- ✓ Laser Skin Re-surfacing
- ✓ Botox® Injections
- ✓ High-concentration Glycolic Peels

Common facial ingredients and methods include, but are not limited to:

- ✓ Aromatherapy – plants, flowers and essential oils
- ✓ Seawater, Seaweeds and Micro-Algae
- ✓ Plants, Fruits, Vegetables and Organic Matter – herbs, mud, vitamins, enzymes and alpha-hydroxy acids
- ✓ Specific Proteins and Biological Extracts – amino acids, collagen and elastin
- ✓ Pure oxygen, or ingredients containing oxygenating properties

For most women (and some men) nail care services have fast become a staple in modern cultures. Nails are composed of structural protein. Because they are 10 times more porous than our skin, common household chores (housework, dishwashing and gardening) take a toll. Regular nail care will both protect, and keep hands and feet looking their best. Today's offerings range from the very basic to the utmost in luxury.

- Nail services can be as simple as a polish change, to a complete overhaul of the hands and feet. Generally booked in 25-minute, 50-minute and 80-minute sessions.

Following are the common treatment components of nail services:

BASIC MANICURE AND PEDICURE

The basics generally include: a cleansing soak in warm water, removal of old polish, clean, trim and shape nails and cuticles, removal of callous and rough areas from the feet, application of moisturizing cream and polish application.

SPA MANICURE AND PEDICURE

The same components of the basics, with the addition of a whirlpool soak, skin exfoliation and massage.

PARAFFIN MANICURE AND PEDICURE

Paraffin may be added to any type of manicure/pedicure. The addition of a warm paraffin dip soothes and moisturizes the skin while aiding in the penetration of previously applied moisturizing cream.

LUXURY MANICURE AND PEDICURE

Luxury nail services take on the same characteristics of body treatments or facials. These treatments can be designed to meet specific needs such as: arthritis, swollen legs, age spots, intense moisture therapy, poor circulation, age softening and prevention, etc. The components to a luxury treatment would include those of the spa manicure and pedicure, with the addition of a treatment mask or pack, specific oils, alphanhydroxy acids, aromatherapy etc.

Our “crowning glory” is subject to the same maladies that affect our skin: pollution, stress, circulatory disorders, genetic factors, poor diet and nutrition and chemical build-up. Hair and scalp treatments not only restore luster to our locks but also provide a much-needed release of stored tension. An area of services that is often overlooked by spas, and underestimated for profit-producing and stress-reducing potential.

- Hair & scalp treatments are not only limited to those with Salon facilities. Any facility with a wet room can take advantage of these services. Scalp treatments may also be a great addition to the development of luxury body services and spa packages. It is advised that each facility check with their state board of cosmetology to ensure compliance with state regulations.

Generally booked in 25-minute and 50-minute sessions.

Hair & Scalp treatments generally include the following components:

- ✓ Electrical or manual stimulation of the scalp (massage with or without oil)
- ✓ Cleansing of the hair (shampoo)
- ✓ Application of treatment mask, oils, ampoules, final moisturizer and/or protectant
- ✓ The addition of neck, shoulder, hand and/or foot massages help to make treatments more luxurious.

COMMON CONDITIONS

- Dry: dull, brittle, split ends, difficult to style, unmanageable
- Ultra Dry: coarse, straw-like, chemically or thermally abused, ethnic
- Colored & Permed: structurally weakened, dry, unmanageable
- Grey & White: wiry, coarse, yellowish
- Fine & Limp: Lacking body, difficult to style, slightly oily
- Stressed: lifeless, over-processed, porous, lack of shine
- Thinning: hair loss in both men and women
- Normal: healthy, shiny, manageable
- Scalp Conditions: sensitive scalp, dandruff, excess oil
- Overall stress reduction and relaxation

In today's fast paced world, calm and balance are sought after as priceless pearls in a sea of frenzy. A major attraction of the spa industry is that through its principles and practices, one can achieve the perfect balance that is total health and wellness. Our responsibility is to teach others that wellness is a journey, not a destination. Lifestyle and fitness classes address treatment of the "inner self," and allow facilities both the opportunity to provide guests with powerful tools and education that can enhance their lives, as well as increase consumer awareness about other spa services offered.

FITNESS AND LIFESTYLE CLASSES

Standard in most resort and destination spas, lifestyle and fitness offerings are rare in other spa settings. With a bit of creativity and a little thought, any spa facility can take advantage of lifestyle and/or fitness classes. By offering such services your facility will become a valuable source of education in your local community, resulting in increased business profits. Following are common types of these services and suggestions for their implementation:

- ✓ Fitness Counseling/Training
- ✓ Nutrition Counseling
- ✓ Meditation and Stress Management
- ✓ Parent & Child Courses (i.e. - Infant Massage, Infant Yoga, Mommy-and-Me Fitness Classes, etc.)
- ✓ Life Skills and Personal Growth
- ✓ Aromatherapy
- ✓ Astrology
- ✓ Arts & Crafts
- ✓ Energy Methods (Feng Shui)
- ✓ Informative Courses on various topics such as: Cellulite, Slimming, Cosmetic Procedures, Breast Cancer Awareness, Having a Healthy Pregnancy, Positive Self-Image, Dressing for Success, etc.
- When determining the types of classes to offer, a facility should consider who their customers are. For example, a transient resort or destination spa guest is likely looking to relax and maintain some type of their "home exercise routine" (cardio). In a resort setting, meditation classes would do well, while a parent & child course would not (unless, the resort caters to a sizeable local clientele). However, a day spa might find that offering infant massage courses could not only prove profitable, but help increase foot traffic to their facility for other services.

Often time the amount of space in the facility can be restrictive. Following are a few suggestions that have worked well for facilities across the country facing similar challenges:

- Forge relationships with local vendors who offer off-site fitness activities such as guided mountain biking tours, hiking, rock climbing, horseback riding, surfing, kayaking, winter sports, etc. Build these offerings into special packages.
- Utilize your facility after hours or on slower evenings to offer lifestyle courses in a more informal setting.
- By special invitation, offer quarterly "Informative Evenings" at a local hotel or fitness facility. Include refreshments and special spa packages designed to address the topics discussed that evening.
- Partner with other local businesses to offer events designed to educate your community. For example, partner with local wedding planners and/or wedding shows to offer tips on skin care and makeup application for the "big day."

EXERCISE FACILITIES

Exercise facilities are a standard offering at resort and destination spas. Most exercise facilities include:

- **Strength Training:** free weights, circuit training equipment and classes designed to improve strength such as, body pump.
- **Cardiovascular Strengthening:** treadmills, Stairmasters, cross trainers, elliptical machines, stationary bikes and classes such as, step aerobics.
- **Stretching:** stretch mats, bands and specific equipment (such as Pilates apparatus used for both strengthening and stretching) and classes such as, yoga.
- **Fitness Personal Training Services:** One-on-one training sessions with certified instructors who help the guest customize a fitness routine for their individual needs.

Spa packages are “bundles” of treatments offered at slightly discounted rates. Other additions to spa packages can include, home care products, retail offerings (robes, music, candles, etc.) cuisine, salon services, on- and off-site fitness activities, lifestyle classes, luxury transportation services and lodging accommodations. Useful for many purposes, packages can be powerful marketing tools for your facility.

BENEFITS OF PACKAGES:

- ✓ Beneficial for guests overwhelmed by the many spa service options.
- ✓ Allows facilities to cluster complementing cultural or signature treatments focusing on specific techniques.
- ✓ Allows facilities to provide complimenting treatments and products that focus on specific concerns, (i.e. - slimming, cellulite firming, etc.).
- ✓ Increases facilities use of less popularly booked treatments, as well as introduces guests to a variety of spa offerings.
- ✓ Helps guarantee all technicians (massage, aesthetic and nail) service bookings.
- ✓ Ideal for expecting and new mothers, bridal parties, romantic couple getaways, birthdays, and other special occasions.
- ✓ Useful for the promotion of seasonal Holidays, such as, Mother's Day, Father's Day, Valentines Day, Secretary and Boss's Day, Winter Blues Remedy, Get-ready, Get-set for Summer, etc.



QUICK REFERENCE GUIDE TEMPLATES

The following template is to serve as a guide for structuring your facility's own Quick Reference Guide. A valuable tool for all staff. It will aid in booking appointments, closing a sale, recommending home care, or answering general questions. If used properly, this guide can help to increase treatment bookings and retail sales revenue. Each service offered by your facility should be broken down as indicated. Simply cut and paste for each additional product.

BODY TREATMENTS

SCRUBS

TREATMENT NAME: « CITRUS HONEY BODY BUFF »

TREATMENT DURATION: « 25 MINUTES »

RECOMMENDED TREATMENT FREQUENCY: « 2 -3 TIMES PER MONTH »

PRIMARY PURPOSE: « EXFOLIATES AND SOFTENS THE SKIN LEAVING A SMOOTH MORE SUPPLE APPEARANCE »

PRODUCTS USED: « OUR SPA BRAND »

TREATMENT OVERVIEW: « PERFORMED IN VICHY ROOM, TREATMENT INCLUDES A FULL BODY EXFOLIATION WITH MIXTURE OF HONEY, SUGAR AND ESSENTIAL OIL OF ORANGE. ENDS WITH APPLICATION OF ORANGE HONEY BODY LOTION. »

SPECIAL CONSIDERATIONS: « "TO PREVENT POSSIBLE IRRITATION, DO NOT SHAVE YOUR LEGS THE DAY OF YOUR TREATMENT." »

RECOMMENDED HOME CARE SOLUTIONS: « OUR SPA BRAND CITRUS GLO SCRUB AND OUR SPA BRAND ORANGE HONEY BODY LOTION »

COMPLIMENTING SPA SERVICES: « CITRUS BODY BUTTER MASSAGE »



FITNESS FACILITY & PRIVATE SESSION QUICK REFERENCE GUIDE

The following template is to serve as a guide for structuring your facility's own Quick Reference Guide. A valuable tool for all a staff. It will aid in answering general fitness facility and service questions. Insert the necessary information where indicated.

FITNESS FACILITY OFFERINGS

SPA EXERCISE FACILITIES

The exercise facilities at «YOUR SPA NAME » include:

«INSERT YOUR EQUIPMENT BRAND NAME HERE » Strength Training Equipment

«INSERT YOUR CARDIO EQUIPMENT BRAND NAMES HERE » for Cardio Training

Our highly trained Personal Trainers are available to assist you with the equipment or to develop a personal program to meet your individual needs and goals.

«YOUR SPA » offers a variety of fitness classes including « INSERT YOUR CLASS NAMES HERE» Refer to the weekly schedule for times and specific class descriptions

PRIVATE SESSIONS

«YOUR SPA » offers a wide variety of private sessions in the areas of:

«FITNESS»
«NUTRITION»
«MEDITATION»
«AYURVEDA»
«LIFE SKILLS AND PERSONAL GROWTH»
«ASTROLOGICAL READINGS»

Each of our highly trained consultants will:

- Begin your session with an assessment of your current condition, individual needs, goals and/or expectations.
- Lead your session with emphasis on tools that are designed to overcome your current challenges and accomplish your specific goals.
- Conclude your session with guidelines and materials that will enable you to continue to apply the principles you and learned and continue your program at home.
- Experience the ultimate in a workout session. Team up with a certified professional trainer who will develop an individualized program based on your needs and goals.



FITNESS & LIFESTYLE CLASSES QUICK REFERENCE GUIDE

The following template is to serve as a guide for structuring your facility's own Quick Reference Guide. A valuable tool for all staff. It will aid in answering more specific questions regarding your fitness and lifestyle class offerings. If used properly, this guide can help to increase treatment bookings and retail sales revenue. Each class offered by your facility should be broken down as indicated. Simply cut and paste for each additional class.

FITNESS & LIFESTYLE CLASSES

PILATES - PRIVATE SESSION

CLASS NAME: « PRIVATE PILATES SESSION »

CLASS DURATION: « 60 MINUTES »

RECOMMENDED CLASS FREQUENCY: « 2 - 3 TIMES PER WEEK »

PRIMARY PURPOSE: « TO SCULPT AND STRENGTHEN THE BODY WHILE IMPROVING OVERALL FLEXIBILITY »

EQUIPMENT USED: «PRIVATE SESSIONS UTILIZE SPECIFIC APPARATUS; CADILLAC, REFORMER, TOWER, WUNDA CHAIR AND LADDER BARREL, DESIGNED TO GIVE YOU A MORE EFFECTIVE WORKOUT THAN CAN BE ACHIEVED THROUGH MAT CLASSES ALONE. »

CLASS OVERVIEW: « BEGINNING, INTERMEDIATE AND ADVANCED SESSIONS. OUR PILATES INSTRUCTOR WILL WORK ONE-ON-ONE WITH YOU TO TEACH YOU THE MOVEMENTS WHILE ENSURING PROPER POSTURE AND TECHNIQUE »

SPECIAL CONSIDERATIONS: « OUR PRIVATE SESSIONS INCLUDE WORK ON SPECIAL APPARATUS, UNLIKE THE PILATES MAT CLASSES OFFERED IN MOST LOCAL GYM SETTINGS. »

RECOMMENDED HOME CARE MAINTENANCE: « *YOU MAY CONTINUE WITH THE PILATES METHOD AT HOME WITH MAT CLASSES OFFERED AT LOCAL GYMS, INSTRUCTIONAL VIDEOS, AVAILABLE IN OUR SPA BOUTIQUE, OR CONTACT A LOCAL PILATES STUDIO TO CONTINUE YOUR PRIVATE SESSIONS WITH THE APPARATUS.* »

COMPLIMENTING SPA SERVICES: « AFTER YOUR SESSION YOU ARE WELCOME TO RELAX IN OUR STEAM, SAUNA AND WHIRLPOOL AREA. »



The following template is to serve as a guide for structuring your facility's own Quick Reference Guide. A valuable tool for all staffs. It will aid in the mastering of product knowledge. If used properly, this guide can help to position your staff as experts, as well as increase retail sales revenue. Each retail product offered by your facility should be broken down as indicated. Simply cut and paste for each additional product.

BODY CARE

HYDRATING

NAME OF VENDOR: « PHYTOMER »

PRODUCT NAME: « MOISTURIZING BODY CREAM »

SKIN TYPE RECOMMENDATION: « ALL SKIN TYPES »

DESCRIPTION: « A RICH, DELICATELY SCENTED BODY CREAM THAT LEAVES THE SKIN SILKY SMOOTH »

FEATURES AND BENEFITS:

- « ACTIVE INGREDIENTS WHICH REPAIR THE SKIN'S ABILITY TO CAPTURE AND MAINTAIN MOISTURE»
- « PATENTED INGREDIENT WHICH INCREASES COLLAGEN AND ELASTIN SYNTHESIS HELPING O TIGHTEN AND FIRM THE SKIN AND FIGHT AGAINST THE AGING PROCESS»
- « LIGHT SCENT AND RICH TEXTURE LEAVE THE SKIN SOFT, HYDRATED AND DELICATELY SCENTED»
- « USE AS A CURATIVE CREAM TO REPAIR DRY, DAMAGED SKIN, OR AS AN AGE PREVENTATIVE TREATMENT»

KEY INGREDIENTS:

- « PHYCOSTIMULANT® CONCENTRATE»
- « NATURAL MOISTURE FACTOR (NMF)*»
- « PASSION FLOWER OIL »
- « CAMELLIA SEED OIL »

HOW TO USE: « APPLY MORNING AND/OR NIGHT »

« AFTER BATHING APPLY TO CLEAN SKIN. USE DAILY UNTIL THE JAR IS GONE. THIS IS A TREATMENT CREAM AND IS ONLY NECESSARY A FEW TIMES THROUGHOUT THE YEAR. »

COMPLIMENTARY PRODUCTS:

- « EXFOLIATING BODY GOMMAGE CREAM»
- « SATIN MOISTURIZING BODY SPRAY»

PRODUCT QUICK-SCRIPT : « " MOISTURIZING BODY CREAM IS A LUXURIOUS TREATMENT CREAM THAT RESTORE THE SKIN'S NATURAL ABILITY TO HOLD MOISTURE. EXTREME WEATHER, POLLUTION, FREE RADICALS AND MANY OTHER FACTORS CONTRIBUTE TO A DRY FLAKY APPEARANCE. RICH IN NMF AND ESSENTIAL OILS THAT RESTORE VITAL MOISTURE, AS WELL AS AN EXCLUSIVE INGREDIENT WHICH DRAMATICALLY FIGHTS AGAINST THE AGING PROCESS, BY INCREASING COLLAGEN AND ELASTIN. THIS PRODUCT IS WELL WORTH THE INVESTMENT IF YOU DESIRE A MORE SUPPLE, YOUNGER LOOKING SKIN." »

« * NMF ARE CHEMICAL SPONGES PRESENT IN THE SKIN THAT CATCH WATER MOLECULES »





EASY SPA REFERENCE TOOLS & FORMS

« INSERT CURRENT SPA PRICE LIST HERE»



« INSERT YOUR SPA STAFF PHONE LIST HERE »



VENDOR CONTACT INFORMATION

« INSERT YOUR SPA VENDOR LIST HERE, INCLUDE COMPANY NAME, CONTACT, TELEPHONE, ADDRESS
AND WEB ADDRESS (If applicable) »



CREDIT CARD AUTHORIZATION FORM

I authorize the use of my credit card for payment to

CREDIT CARD (Please check (☐) one)

- AMEX MASTER CARD VISA DISCOVER MEMBERSHIP
- JCB DINERS/CARTE BLANCHE

Note: Please attach a copy of the front and back of the card.

Cardholder's Name :

_____ *Please print exactly as it appears on the card.*

Billing Address :

Phone Number :

Fax Number:

Credit Card Number:

Expiration Date:

Cardholder's Signature :

Today's Date :

- Applicable charges:** All Charges Deposit
- Incidentals only Room/Tax only
- Special Instructions Room/Tax/Service Charge
- Other _____

Guest Information

Guest Name:

Reservation Number:

In order to serve you better please send form back prior to guest's arrival date.

PLEASE FAX BACK TO (1-XXX) XXX-XXXX



GUEST HEALTH HISTORY FORM – MASSAGE THERAPY

Personal Information:

Name: _____ Birthday: ___/___/___ Wedding Anniversary ___/___/___

Mailing Address: _____ Telephone: Home Work _____

City: _____ State: _____ Zip: _____ E-Mail Address: _____

How did you hear about our spa? _____



For your safety and well-being, we would like you to answer a few health related questions. This information will remain confidential.

Please describe any particular issues you are having with your body such as pain, stiffness or injury that your therapist should be aware of? _____

Please circle any of the following conditions listed below:

- | | | | | |
|-----------------------|-----------------------------|--------|-------------------------|-----------|
| Contact Lens | Chronic Fatigue | Ulcers | Osteoporosis | Arthritis |
| Headache/Migraines | Neck Pain or Back Pain | | Rheumatism | |
| Epilepsy/Seizures | Fibromyalgia | | Allergies | |
| Numbness/Chronic Pain | Blood Clots | | Claustrophobia | |
| High Blood Pressure | Tuberculosis | | Kidney or Liver Disease | |
| Diabetes | Asthmas | | Varicose Veins | Anxiety |
| Attacks | HIV / AIDS | | Lymphoma | |
| Cardiac Problems | Herpes | | Hepatitis | |
| Skin Irritation | Cancer | | Bursitis or Gout | |
| Tendonitis | joint sprain or dislocation | | | |

Do you have difficulty lying down? ____ Do you bruise easily? ____
 Do you wear a prosthesis? ____ Are you pregnant ____-# of Months ____
 Have you had a fever in last 2days? ____

Please provide details regarding any items checked above: _____

List all medications: _____

List all allergies: _____

What is your goal for this session? (circle the one most applicable)

Sooth Aching Muscles Stress Reduction General Health Enhance Sport Training Program Injury Recovery

What type or pressure do you prefer? (choose one or more)

Very Deep Deep Firm Light Not Sure



Please feel free to communicate during your massage therapy session about the comfort of the pressure and/or technique being used. The intent of massage therapy session(s) is therapeutic in nature and may be terminated at any time by either party.

Guest Signature _____

Name (Printed) _____ Date _____

All uses, disclosures of, or requests for protected health information (PHI) will be limited to the minimum amount necessary to accomplish the stated purpose. Professional judgment will determine the amount of information to be released. The minimum necessary standard is not intended to impede the quality of your treatment.

Date	Treatment	Products Purchased	Therapist



Personal Information:

Name: _____ Birthday: ___/___/___ Wedding Anniversary ___/___/___

Mailing Address: _____ Telephone: Home Work _____

City: _____ State: _____ Zip: _____ E-Mail Address: _____

How did you hear about our spa? _____

For your safety and well-being, we would like you to answer a few health-related questions. This information will remain confidential.

How would you like to improve your skin? _____

Do you have history of chronic acne? Yes No Chronic skin sensitivity? Yes No
If yes, please explain. _____

Do you have a history of any allergies (this includes medications, food, fabrics, etc.)? Yes No
If yes, please explain. _____

Have you ever taken Accutane? (Y/N)

Do you currently take any oral medications, antioxidants, or herbal supplements?
Yes No
If yes, please explain. _____

Do you have a history of cold sores? Yes No
If yes, how frequent? _____

Have you used facial waxes or depilatories in the past 3-4 weeks? Yes No

Do you use Retinol creams, Retin-A, or other topical preparations? Yes No
If yes, please explain. _____

Do you have health problems? Yes No
If yes, please explain. _____

Do you have any problems healing from a cut or burn? Yes No
If yes, please explain. _____

Have you ever had facial peels, laser, surgery or dermabrasion? Yes No
If yes, please explain. _____

Do you work/play in the sun? Yes No Do you use sun protection daily? Yes No
Do you use tanning beds? Yes No Do you consider your skin sensitive? Yes No
Do you ever experience breakouts? Yes No
How many hours after cleansing do you become oily? _____

What products do you use daily? _____



Women Only

Pregnant? Yes No Lactating? Yes No
Premenstrual breakouts? Yes No Birth control pills? Yes No
Do you wear contact lenses? Yes No

Other Comments _____

Please feel free to communicate during your facial about the comfort of the pressure and/or technique being used. The intent of your facial is therapeutic in nature and may be terminated at any time by either party.

Guest Signature _____

Name (Printed) _____ Date _____

All uses, disclosures of, or requests for protected health information (PHI) will be limited to the minimum amount necessary to accomplish the stated purpose. Professional judgment will determine the amount of information to be released. The minimum necessary standard is not intended to impede the quality of your treatment.

Date	Treatment	Products Purchased	Therapist

