
business | 5 steps to generating revenue through guest consultation

by Dori Soukup

THE "GUEST" IS THE MOST ESSENTIAL component to the success of any spa business. The way we take care of our guests while they are in the spa is what determines whether they come back or disappear forever.

When I ask spa professionals why they chose a career in the spa industry, most of them say it was so that they could help people. Yet when a new guest visits a spa, they are normally expected to simply select a treatment from the menu, with is then administered with little (if any) discussion. Sometimes I intentionally select a treatment from the menu that is wrong for me to see if the therapist will recommend something else more ideally suited for me. They rarely do.

Why? Because in most cases, spa professionals don't take the time to conduct a proper guest consultation. To me, the guest consultation is the most important step of the entire experience. The consultation insures that spa professionals are going to provide the guest with exactly what they need, address their challenges and deliver the results they are looking for. Without a consultation, we are disappointing our guests and hurting our retention rate.

If you want to improve your guest satisfaction, retention rate and income, I suggest implementing the following five steps to generating revenue through guest consultation.

1. SCHEDULE TIME TO CONDUCT A DETAILED CONSULTATION

When you have a new client, you should always reserve a consultation first in order to learn and discover their concerns and needs. It's wise to have the receptionist reserve time for a treatment and a consultation. Have the therapist decide

which treatment is ideal for the guest once a consultation is performed. To do this, your receptionist must be trained on how to present the consultation appointment and make the reservation for it.

2. IDENTIFY GUEST CONCERNS

To identify the guest's concerns, you can use analysis equipment for face, body and hair, depending on the type of treatments you offer. We found that when people see their skin care issues with their own eyes, they are more motivated to take action on your recommendations. You can also use consultation forms; just make sure the form includes problems that guests could be experiencing with their face, body and nails. The guest will mark the concerns they have, which gives you the opportunity to make the appropriate recommendations. You should focus on solving their problems via your menu of services.

3. DEVELOP A CUSTOMIZED TREATMENT PROGRAM

Addressing people's concerns and gaining results normally requires multiple treatments. As a spa professional, you should recommend a series of treatments, not just one. One treatment is not going to solve problems or produce the results your guests are looking for.

4. RECOMMEND A HOME CARE PROGRAM

At the end of the first treatment, take the time to help your guests by recommending a home care regimen. Home care is an important part of gaining results. Don't cheat your guests of your professional advice or lose the additional income you could generate from home care products.

5. MEASURE RESULTS

Since the goal is to recommend a series of treatments with your consultation, it's important to measure results and gain a testimonial from happy clients. You can take before and after pictures, document conditions or measure improvements. Whichever method you choose, make sure you gain a raving fan to help build your business.



Conducting a guest consultation is truly the most important function of your spa. It is the foundation of the entire experience. Don't dismiss it, embrace it! Implementing the consultation process with every new guest will help you boost client satisfaction and your income! ■

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