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SERVING THE AESTHETICS, FITNESS AND SPA INDUSTRY



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A TRIBUTE TO BRUNO FANTIN
THE CUSTOMER JOURNEY
WAXING AND TATTOOS
THE DORCHESTER
CONTENT DRIVEN

Profitable Holidays For YOU!



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Before you know it, the holidays will be here. Are you ready to make this season your best one ever? You know the old saying, “people don’t plan to fail, they fail to plan.” Get busy now and start planning your holidays’ success so you can launch them the beginning of November and Ho,

Ho, Ho all the way to the bank!

Implement the following 8 Strategies and Experience a Successful Season!

1 Product Mix
Often many spas get stuck in offering only skin care

products for sale. My advice is to expand your product mix offering and offer a wide range of products and gift items. You can go to gift shows and select unique items your clients would love. Look for gifts that complement their experiences and allow them to enjoy them at home between

“Now will be the time to show your appreciation with some sort of a special gift. Let them know they are special to you!”

your clients in the mood to purchase just like the department stores do. Make shopping an experience. Try this. Instead of selling one product at a time, bundle a few items together, and place in attractive packaging that will be irresistible. Don't use baskets; that is history. Use boxes instead. When creating your packages, offer different price points -- low, medium and high -- to appeal to different clientele. Your packages also should be named such as: Relax, Energize, Sleep, Happiness, Love, etc.

A good idea: Run reports to determine what sold very well the previous year and improve upon it. Be creative. Combine body products with other gift items such as bath products, accessories, candles, books, massage tools, branded items with your name on them, etc. Involve your team in creating the gift offers. If your team has input and they are sold on the items, they are more likely to promote and sell them. Also, keep in mind to pre-wrap some of the gifts to make the buying experience fast and easy.

visits. Order your products in advance to ensure they arrive early enough and be there when you are ready to launch your holiday offers.

Once you receive the products, display them in a festive way. Merchandising is very important during the holidays. Put

2 Maximize Revenue by Combining Gift Card and Retail

Gift card sales are always a big hit during the holidays. Here is a tip on how to maximize your gift card sales. Don't sell gift cards alone. Create three gift card offers that include



product/retail gifts within each one. Instead of someone just buying a gift card, they are able to buy a retail gift with the gift card. Create a flyer featuring 3 or 4 options they can purchase and make sure they are at different price points. Display the gifts in a prominent area within the spa or medi spa to attract attention and make people aware of the gift packages. This really works! You can increase your gift card sales tremendously.

For example; a guest can purchase a \$100 gift card and a retail gift for \$50, making the total purchase \$150. To entice sales, you can offer them an additional \$15 gift card as a bonus that they can use toward a future visit.

This makes gift giving more fun and gives them a reason to come back and see you! Use the same strategy and create different price points. You will sell more retail and increase your revenue tremendously.

3 Festive Decorations Make the spa and medi spa ambiance festive, but remember to keep it simple. Less is more. Include your products within the deco-

rations. Display beautifully wrapped packages with ribbons, especially by the gift card area. Have fun and get creative!

Remember, it's the giving season. Put up a donation. Team up with Toys for Tots or other needy organizations in your community or ask your guest to take an angel off the tree and donate to needy kids. You can track your donations daily and post them on Facebook to encourage others to visit and donate.

4 Profitable Holiday Event Hosting an event is a great way to thank all your clients and generate revenue at the same time! Planning a Holiday Party should involve the whole team. Here are some tips for you: do an invitation, barter all your food and drinks, decide on which treatments you want to feature in each room. Most importantly, set a target as to how much revenue you want to generate. You can be like John Wheeler from The Esthetics Center in El Dorado Hills, CA. They generated over \$166,000 in one event, using the spa dollar strategy we teach. Spa dollars should have a call to action, asking the guest to purchase



gift cards. For example, they can purchase a \$1,000 gift card and receive a \$100 gift card for free. You can have all sorts of amounts on the spa dollars. The bigger the amount they purchase, the bigger the free offer is. They will be able to use these gift cards toward any treatments or give them as gifts.

5 Email and Social Media Campaign

Prepare and send out gift card promotions via e-mail and post on social media platforms. Use Facebook, YouTube Videos, Twitter, Pinterest and Instagram to promote all your gift packages. Shoot a video of all the gifts and push it out to all the

social media platforms. This will give you huge exposure in letting everyone know about your holiday spa and medi spa gifts. Inform your clients of all the fun and exciting things you have going on this holiday season. If you don't have an e-newsletter, and you are not shooting videos and using social media to promote your business, start now.

6 VIP Client Gifts

Every spa has clients who spend a lot of money with them. Now will be the time to show your appreciation with some sort of a special gift. Let them know they are special to you! You might want to host a VIP event prior to your big event and treat them special.

7 Team Targets and Goals

Set team targets for treatment, retail, and spa gift card package sales. Announce a rewards program to help the team stay motivated and reach their targets. Show them what is in it for them.

8 Team Party

A team appreciation party is a must!

Do something special to let your team know how valued they are!

Go ahead and get started now. We found the best way to plan for success is to time block and schedule them into your calendar and begin working. Don't procrastinate; start now. You and your team will have a great Holiday Season!



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