

For Spa Receptionists

*Spa Reception
Operating Manual*



*My Blueprint For
Success!*

INSPIRATION
MANAGEMENT

Welcome

We are very happy you are part of the Spa team. Welcome!

This manual was carefully created to help provide you with the business education needed to become the best of the best.

We encourage you to study, learn and implement all its contents so you can deliver great experiences leading to exceed our guests' expectations and position you as a leader within the industry

In this Reception Department Manual you will find systems, structure, scripts and strategies to help you sharpen your skills. You will learn innovative and proven-effective business formulas necessary to excel in your position.

There are exercises, forms, roleplaying opportunities and tests within this manual. You will be asked to participate to ensure understanding of the content and demonstrate the ability to achieve goals and performance expectations.

We want to congratulate you for choosing the spa. The entire management team is committed to providing you with all the necessary business tools, support and education to help you succeed and chart a productive, profitable career path.

Best wishes!

The Management Team



Helpful Icons

We have made this manual user-friendly by adding icons to help identify important points within each chapter.



When you see the Script Icon you will find scripts to help you deliver the content and the point effectively. We encourage you to memorize all scripts to help your performance.



When you see the Avoid Icon we encourage you to stay away and refrain from doing stated content.



When you see the Customize Icon you will need to insert relevant content according to your spa.



This Idea Icon gives you the opportunity to explore other ideas you may want to discuss and implement.



The Remember Icon is to remind you of important items you need to pay close attention to.



The Questions Icon is to prompt you to have a question and answer session.

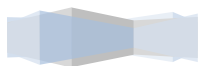


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I. Guest Relations & Reservation Department Overview

1. Training Manual and Operational Standards

This training manual was created to provide the Reception and Reservation Department with a blueprint to perform their responsibilities effectively and successfully.

The main department functions are to:

- Promote and introduce the Spa's program to guests
- Maximize the spa's revenue by promoting treatments and products
- Understanding and achieving Reception and Reservation department targets
- Make a favorable impression and exceed guests' expectations

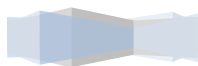
The Reception Department plays a very important role within the spa structure for guest relations.

The impression of the guest's experience begins and ends with you.

The ability to introduce the Spa's programs eloquently, successfully and professionally lies in your hands.

In order to achieve the spa's reservation goals and targets, this **Guest Relations Manual** will serve as a guideline for the reception team to follow and practice.

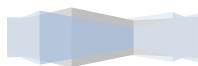
A systematic approach has been drafted and outlined for each step of the process such as: Call Management, Check-in and Check-out. Policies, procedures, standards, structure guidelines and scripts make it easier for the spa's guest relations team to perform their responsibilities and tasks.



Why did you choose to become a spa receptionist?

What are the main department functions?

**If you don't care about the
spa guest,
someone else will!**



2. Guest Relations Department Goal and Mission

The Spa's reception department goals are to **introduce the Spa to as many guests as possible** and to do it in the most **professional manner while achieving reservation targets. It's our goal to exceed guests' expectations and maximize revenue and profits.**

Overall Department Goals:

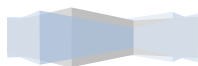
- Turn callers into guests
- Build a guest list - database
- Maximize the number of treatments per guest
- Increasing retail sales
- Deliver an outstanding guest experience
- Menu and product knowledge
- Portray a professional image
- Know & track own performance
- Build strong team relations
- Maintain an appealing boutique

Other Goals:

Reception Department Mission:

The reception department mission is to fulfill the guests' needs via the spa's menu and to maximize revenue!

The guest experience begins and ends with you!!



What is your personal mission?

Spa Reception Image & Standards:

The reception area is the guest's first impression of the spa. This important impression will depend on what the guest will SMELL, SEE, HEAR, and FEEL. Therefore, the reception team must maintain the reception area so that each time a guest steps foot into the spa their senses are positively stimulated. This creates an outstanding first/lasting impression.

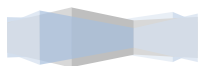
The Guest's First Impression

Visual: The reception area must always appear clean, organized, appealing and well represented, making a positive visual impression on the guest.

Scent: The Scent is the second most powerful sense behind visual. The signature scent must be present at all times.

Hear: The spa's sound is a mixture of music and a flowing water fountain. A soothing and welcoming sound is the guests' experience. Hearing also includes whatever information is given to the guests, as well as how well the team communicates with guests.

Feel: Guests should step into a beautifully decorated area that has a comfortable temperature, allowing the guest to feel calm, comfortable and welcome.



3. Position Description – Guest Relations – Reception Department

Division/Department: General Spa
Reporting Relationship: Spa Manager, Director
Job Classification: Spa Team
Compensation Structure: Hourly + Bonus

Professional Objective: To perform all aspects of the position with precision and excellence, from Call Management, Check-in and Check-out and beyond... The objective is to deliver a lasting positive guest impression leading to a great guest experience and high retention rate. Each person within this department must oversee the reception area and maintain the spa boutique to assure a beautiful presentation and profitability, and to maximize and achieve department and individual revenue targets.

Position Activities and Responsibilities:

- Displays masterful knowledge of spa experiences and menu
- Able to maneuver through the software program quickly and effectively
- Accurately enters point of sale data
- Efficient at making reservations, check-in and check-out
- Familiar and knowledgeable with spa boutique inventory
- Assists with merchandising and maintaining the spa boutique
- Assists with inventory management and other organizational tasks
- Promotes spa services and gift cards/certificates, advises on gift selection, maintains accurate gift card sales data
- Provides gracious spa tours to visitors that lead to sales
- Maintains a beautiful physical environment within the reception area
- Great at phone management
- Greets and checks guests in and out
- Facilitates effective workflow for technical team
- Maintains a polished and professional image
- Assists other support team members when asked
- Attends all in-house training and commits to outside continuing education
- Attends and participates in all general and team



meetings

- Participates in all aspects of marketing/special events planning and execution
- Prepares promotion presentation and display
- Mentors/trains new team members to help them grow
- Professional guest communication
- Maximize revenue generation for both treatments and retail
- Maintains a smile at all times
- Performs opening and closing duties
- Able to handle unsatisfied guests
- Monitors performance and achieves targets
- Asks for Facebook likes and testimonials
- Informs team members of cross-marketing opportunities
- Treats all team members professionally

Desired Qualifications:

- Experience in front line guest service (Hospitality and Retail highly desired)
- High school diploma or college
- Computer skills and aptitude for mastering spa software
- Good selling abilities
- Flexible schedule
- Professional image with gracious, warm, and genuine personality
- Skin care knowledge and understanding of the spa menu
- Good organizational skills and follow-through
- Able to multi-task and improvise on the spur of the moment

Behavioral Characteristics

- Strong guest service orientation
- Cheerful, upbeat personality
- Enjoys team environment and interaction with co-workers
- Excellent communication skills
- Flexible and cooperative
- High personal standards, good self-esteem
- High energy, able to work in fast-paced environment
- Good sense of time management
- Good sense of humor



- Self-motivated, driven and passionate about spa
- Seeks out knowledge and enjoys learning, strives for professional growth

Additional Abilities:

Knowledge and good skills in spa equipment/machinery: Phone, fax machine, computer, copy machine, inventory tracking equipment, credit card machines

Performance Measures & Expectations

- Guest check-in process
- Guest check-out
- Call management – success rate
- Correctly and flawlessly implements the spa program
- Professional team communication
- Strong contribution to the team/spa
- Elegant image and appearance
- Maintaining boutique and managing inventory
- Work ethics

Revenue targets:

- Spa boutique sales targets _____
- Spa service volume target _____
- Spa gift card sales target _____
- Membership sales targets _____
- Upgrades and VPG target _____
- Other _____

Other expectations are outlined in the Performance Review.

I have reviewed and understand my specific position description, expectations and responsibilities:

Name _____

Signature _____

Date: _____



4. Performance Expectations

Monthly, the reception team will be provided with target goals:

- Service volume
- Retail volume
- Gift card sales
- Memberships sold
- Lead generation
- Consultation appointments
- Number of referrals
- Guest comment cards

The compensation plan is tied to targets for service, retail and gift cards. The team is able to increase their income when the targets are achieved.

A monthly target is issued to the department and then divided up amongst the team members. Each person will be responsible for a share of the target.

Daily Volume Calculator Reports:

The Daily Volume calculator is an Excel file report provided to the reception department. This report must be completed nightly to track the department's performance.

See report sample (electronic file)

The person who closes nightly must complete the report and email it to the department lead and to the spa director.

Each receptionist or reservationist is responsible for her/his target.

Other expectations:



Daily Volume Calculator

Date	Targets		Actuals		Month to Date		Volume Variance	
	Service	Retail	Service	Retail	Service	Retail	Service	Retail
	\$	\$	\$	\$	\$	\$	\$	\$
11,804.77	341.94	1,900.00	400.00	1,900.00	400.00	95.23	58.06	
	\$	\$	\$	\$	\$	\$	\$	\$
21,804.77	341.94	1,500.00	300.00	3,400.00	700.00	(209.55)	16.13	
	\$	\$	\$	\$	\$	\$	\$	\$
31,804.77	341.94	2,000.00	500.00	5,400.00	1,200.00	(14.32)	174.19	
	\$	\$	\$	\$	\$	\$	\$	\$
41,804.77	341.94	1,000.00	200.00	6,400.00	1,400.00	(819.10)	32.26	
	\$	\$	\$	\$	\$	\$	\$	\$
51,804.77	341.94	2,500.00	500.00	8,900.00	1,900.00	(123.87)	190.32	
	\$	\$	\$	\$	\$	\$	\$	\$
61,804.77	341.94	3,600.00	1,000.00	12,500.00	2,900.00	1,671.35	848.39	
	\$	\$	\$	\$	\$	\$	\$	\$
71,804.77	341.94	1,800.00	1,000.00	14,300.00	3,900.00	1,666.58	1,506.45	
	\$	\$	\$	\$	\$	\$	\$	\$
12,633.42	2,051.61	14,300.00	3,900.00	14,300.00	3,900.00	1,666.58	1,506.45	

Assign Report Responsibility and Share Procedure



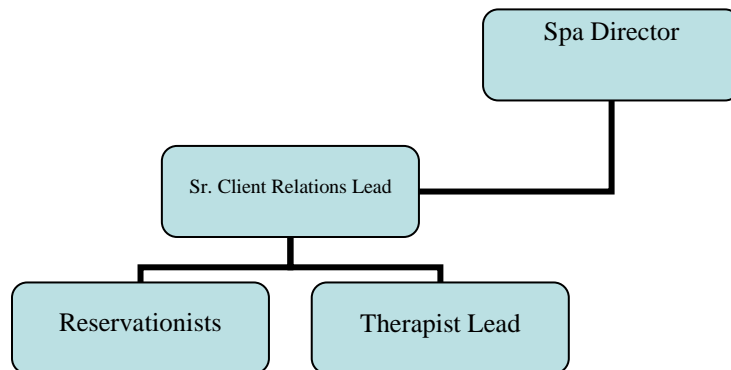


4. Guest Relations Departmental Structure

The Spa's structure is designed to clarify each person's position and responsibility, as well as identify direct report and team support.

Reservationists and receptionists report to the spa Director or Sr. Lead.

To assure proper coverage and provide the team with scheduling flexibility, both positions are interchangeable.



Share Possible Career Path:



5. Spa Menu Knowledge

The Guest Relations department must have full knowledge regarding all menu treatments and boutique products.

Part of the training is for the guest relations team to experience some of the treatment or attend training to have full understanding of the procedures. Team members must be able to answer questions about every item on the menu.

A test will be conducted to ensure menu knowledge prior to fully assuming the reception position.

Insert your menu here

Spa Menu Overview:

What types of treatments do you offer for Face?

What types of Body Treatments do you offer?



What are the treatment benefits?

What are the treatment steps and what is the experience like?

What targets are you responsible for achieving?

What are some of the most important responsibilities of your position?



6. Software Management

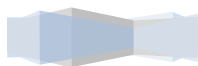
Spa software training is provided to make reservations quickly and accurately.

All guest relations personnel must pass a test prior to official start.

Insert your software system information

Do's

Don'ts



II. Guest Relations and Reception Functions

The main functions of the Guest Relations Department fall under three main categories:

1. **Call Management**
2. **Check-In**
3. **Check-Out**

1. **Call Management Structure**

The Guest Relations team must follow the structure below to ensure consistency in service delivery.

- a. **Greeting**
- b. **Discovery: Caller name - first time or repeat caller – call source - needs**
- c. **Spa overview introduction – 60 second commercial**
- d. **Presenting spa experiences & options**
- e. **Asking for a decision**
- f. **Reservation management - spa guidelines**
- g. **Confirmation guidelines**

a. **Greeting the Guests by Phone or in Person**

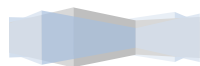
Phone Greeting (Smiling & Happy Voice)

Even though the caller cannot see you, they can definitely tell if you are smiling or not.

The receptionists' and the reservationists' voice and tone must always be happy, soothing, and welcoming! Each call should be answered using the same greeting.

Practice helps us achieve Excellence!

We are what we repeatedly do.
Excellence, therefore, is not an
act, but a habit.
-Aristotle





Phone Greeting:

Answer the phone by the second ring

- *“It’s a beautiful day at ____ Spa! This is Dori. To whom do I have the pleasure of speaking?”*

Insert their name in the software program to see if they have been to the spa before or not.

Proceed to the Discovery Stage



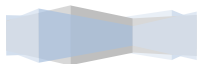
Create your greeting scripts

Phone Greeting:

In –Person Greeting

In-Person Greeting

Always stand up to greet the guest and welcome them!



b. Discovery Questions

The Discovery questions will help you to be most effective in the shortest amount of time. You will be able to direct the conversation and achieve your goal!



- How did you find out about us?
- What type of treatments would you like to experience?
- Are there some particular concerns you would like to address?
- What concerns are you trying to address?
- Are you looking for relaxing, corrective, anti-aging...?

If they have visited before:

Great to hear from you, _____. How are you? How can I help you today?

If they have not:

Thank you for calling. _____ How did you find out about us?



Put their name in your system and check the appropriate source box to track marketing efforts.

Rec: How may I help you today?

Guest: I want _____

Great, I can help you with that!

Notes:



d. Presenting the Discovery Journey & Other Options

A Discovery Journey is also known as a consultation. It's the reception department's top priority to reserve Discovery Journeys.

The more you reserve, the more successful everyone will be.



Rec: The _____ Spa is very unique because you can spa two ways: Either **a la carte**, where you select a treatment from the menu and have that treatment or -

*We can set up a **Discovery Journey** for you. This way we can learn about your needs and then customize the ideal program for you!*

Let me share with you what it is.

We have a very innovative skin analysis that allows you to analyze your skin and identify what improvements are needed. Also, we have a body analysis that measures your _____.

The Discovery Journey is performed by a spa expert. It provides you with valuable information to help us customize a result-driven program for you.

Normally, the Discovery Journey is \$____, but since this is your first time calling us, we can extend a special that will waive the fee and make the Discovery Journey complimentary for you with your first treatment!

Everyone loves the Discovery Journey. I am sure you will, too!

When would you like to come in? _____

Then, give a couple of options. For example:

“We have immediate availability Thursday @ 10am or 2pm; which would you prefer?”

Guests must be sold on the consultation! Our number one priority is to get them to reserve the Discovery Journey so we can design a program for them. Create urgency!

“Let me see if I can accommodate your request.”



Reserve a Discovery Journey as you would reserve any treatment, allowing a 25-minute process.

If they say yes, reserve it. If they say no, then simply reserve the treatment they called for.

If they only want to come in for a treatment script:

- *Since you have expressed a concern with ... I would like to reserve the time for the treatment and allow the therapist to choose the ideal treatment for you.*

This will save you a lot of time and you won't have to explain many treatment options.

Or, if they ask for a specific treatment you can say:

- *Allow me to suggest some options for you*
- *The ideal treatments are...*

- *Or, the most popular experiences is the spa's signature package. It includes:*
 - *A _____ facial*
 - *A body polish followed by an aromatherapy massage*
 - *A choice of a spa snack and beverage or a spa cuisine*
 - *This is a totally customized experience. Once you arrive, a professional therapist will recommend the ideal treatments for you!*

- *The signature experience is \$ _____*

- *When would you like to experience it? "I have availability tomorrow morning or Friday afternoon."*

- *Which would work best with your schedule?"*

Guest: I would like to reserve a massage, facial, etc.

Rec: *Ok, great! I can help you with that.*

What day would you like to come in? Do you prefer morning or afternoon?

Pick the least demanding time to reserve first.



If you have openings in the schedule, you need to tell them about your promotion.

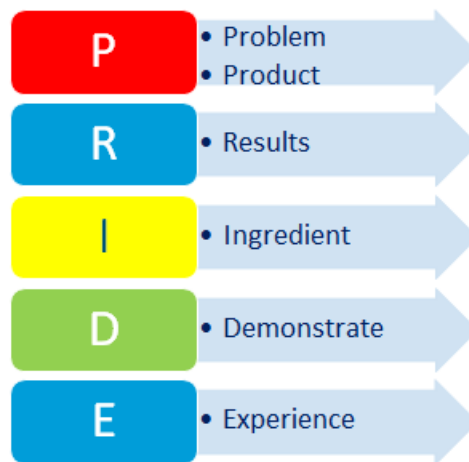
Always attempt to turn one treatment into two treatments or some sort of enhancement recommendation

Rec: Oh, by the way, _____, we have a great promotion going on!

It will complement your treatments. It's called _____.
Then P.R.I.D.E. the treatment

The Reception Team must learn how to use the P.R.I.D.E. System to increase reservation rate.

Recommending With P.R.I.D.E.



View the Don't Sell, Recommend! CD.





P. The Body Scrub

R. Will exfoliate your skin leaving it silky soft

I. It has in it _____

D. It will be performed prior to your massage

E. They will both help you renew your skin and relax

Rec: *Let's go ahead and reserve both treatments for you! It's a difference of \$ _____*

Great!

What if they say no?

Rec: *No worries, keep in mind it's going on the entire month. Maybe next time you would like to try it.*

The spa's goal is to reserve two treatments per person. We need the volume per guest to be at \$ _____ per person.



e. Asking for a Decision

In many cases receptionists are fearful to ask for the appointment. One of the most important keys to success is to ask **“WHEN would you like to visit us?”** This is one of the biggest mistakes everyone in the industry makes, but not us.

After you explain the options to a caller or a walk-in guest, it is up to you “to close the sale”!

You must ask “when they would like to visit us” so you can make the reservation. You’ve got to ask for the money! Failing to do so will cause us to miss many revenue generating opportunities.

Why is it important to ask for a decision?

What is the one word that you must use to ask for the decision?

Notes:



Reservation Management - Spa Guidelines

Reservation Process

Rec: *“That’s wonderful! I need some information from you to reserve your Spa experience.”*

Personal information – Database Input

You should have their name by now.
(Confirm name, address, email, etc.)

Type of Treatment

Reserve the treatment or their time using the software program .

Yield Management

Perishable Inventory

Every hour that goes by with empty treatment rooms is lost revenue

The spa director will inform you which are the most popular or prime time guests usually request and also provide you with the least desirable time that is difficult to fill. As a receptionist, you must always attempt to fill the slowest slots first, then, go to the prime time.

Credit Card

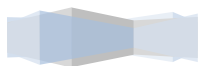
Receptionist: *“Which credit card would you like to use to confirm your reservation?”*

Obtain credit card number, expiration date, and name on the credit card.

Receptionist: *You are reserved _____ for Wednesday at 10:00 am.*

Must Give Info Regarding Rescheduling

Note: **Most spas talk about cancellations. But not us. We don’t want to talk about cancelling. We want to talk about rescheduling.**



Receptionist: “Mr. / Mrs. _____, should you need to re-schedule the reservation, please notify us 24-hours prior to the set time and we will be happy to accommodate your request.” Failing to do so may result in a payment penalty.

Spa Day

Receptionist:
“On the day of your treatment, we recommend you arrive on time so you don’t miss out on any of your Spa experience. The only thing we require of you is a timely arrival. We will take care of the rest!! You will be receiving an email to confirm your appointment and provide you with additional tips to make the most out of your visit with us!”

Thanking the Guest

Receptionist:
“Thank you for choosing _____ Spa, Mr. /Mrs. _____. We look forward to seeing you on _____ at _____. Enjoy the rest of your day! Again, my name is _____. Please feel free to call on me at any time. It was a pleasure to assist you!!”

f. Confirmation Guidelines

Each day the Reservation and/or Reception Department must call all guests to confirm their appointment for the following day. This courtesy call may be left on their voice mail if the guest is not available.

Receptionist:
“Hello, Mr./Mrs. _____. This is a friendly reminder that we are preparing for your visit tomorrow at _____. We want you to enjoy the entire experience, so please arrive on time! We look forward to seeing you!”

An automated email should also be sent.



When is your slowest time and when is the prime time?

Why is it important to obtain a credit card?

What is your cancellation policy if the person did not reschedule?

What is your confirmation procedure to reduce no shows?



Treatment Reservation Protocols:

- **Transition Period**

When making a reservation make sure you schedule a transition period between each treatment.

Insert your procedure:

- **Treatment Order**

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

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

It is the responsibility of the reception department to ensure that the Spa treatments are reserved accurately.

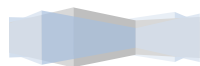
Insert your Guidelines:



- **Power Rotation:** Assigning treatment to therapist
We practice power rotation. A power rotation is a therapist guest assignment rotation based on retention rate. A retention report determines who receives new guests. The spa director will provide the reception department with a monthly retention report to determine the power rotation. The rotation is updated once per month.

Insert your Guidelines:

- **Other Guidelines:**
- Technicians may only be assigned services for which they are qualified to administer.
- Technicians are not allowed to refuse or trade services unless they obtain a manager approval. In the event of a change, the technician must inform the front desk. Guest requests cannot be moved or changed without manager approval.
- Receptionists are responsible for all scheduling and will use their best judgment when doing so. Manipulation of the schedule to satisfy a favorite team member or unfairly reserve services is not permitted and may result in disciplinary action, which could include termination.





Reservation Summary Discussion

Things to Remember:

- Advise the guest to arrive on time
 - While getting the credit card number, explain rescheduling guidelines.
-
-

Confirming Information Received:

- To ensure reservation accuracy, always conclude the call by repeating back the reservation date and time. This step will greatly reduce reservation errors by catching them early.
 - Before hanging up or upon leaving, always THANK the guest for making a reservation and express your excitement at seeing them soon.
-
-
-
-

Call Management Summary

- Professional communication & greeting
- Obtain guests' data – use their name
- Promote Discovery Journey to new guests
- Reserve multiple treatments
- Inform repeat callers of monthly promotion
- Focus on the benefit and results of the experience.
P.R.I.D.E. scripts
- Try to reserve unpopular time slots first
- Always promote, promote, promote
- Thank the caller



1. Planning Daily Success

Every morning or the night before the reception manager should plan for Daily Success. View the schedule and see how your organization can maximize revenue and ensure guest satisfaction.

Discover

- Who is visiting us today?
- What do they usually experience?
- What have they bought?
- What should we recommend?
- Cross-marketing opportunities for the day
- How short are we from meeting our goals? How many more treatments do we need to perform today?
- How much in retail sales do we need to generate?

Share with the team their opportunities for the day

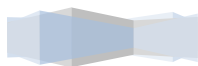
- Give them spa dollars to cross-market
- Discuss home care opportunities, series, memberships, etc.
- Plan for daily success!

Provide each team member with their schedule for the day and remind them of their opportunities.

Inform them of product availability or out of stock items.

Choose who will do this task.

*This is a Leap Ahead Spa Leader Strategy.



2. Guest Check In Structure

Making a Great and Lasting First Impression!

Check-In Goals

- Deliver a warm, genuine greeting
- To welcome the guest and deliver a great spa experience
- To portray a professional spa image
- To deliver personalized service – use their name, Mr./Ms.
- To promote multiple experiences – promotions
- To increase revenue

Reception Appearance Standards:

The area should always be:

- Immaculate
- Organized - Everything is in its place
- Is the scent - aromatherapy and protocol standards?
- Computer on
- Menu and price list
- The special of the day - tray presentation

Note: Team members should never have food or drinks out in the open.

Receptionist Image Standards:

- Always smiling
- Great image, appearance
- Professional guest service conduct
- See employee manual for dress code policy

List characteristics:



Check-In Structure



- **In-person Greeting:**

“Welcome to Spa _____. My name is _____. What is your name?”

Welcome, _____! We’ve been expecting you!

Or, are you here for your experience or to reserve one?

Your name, please?

Or if they don’t have an appointment, ask:

Rec: Have you been here before? It would be my pleasure to help you and give you a tour of the spa.

Or if they are here for their appointment

Rec: I see that you are planning on experiencing a Swedish massage today! That’s Great!

We have you set up with _____. She is fabulous!!

Oh, by the way, we have a great special on a body polish today. When was the last time you had one? This treatment is great! It exfoliates your body, getting rid of all the dead cells, opens up your pores and allows the oil from the massage to give a great boost of hydration.

For a difference of \$ _____, you can experience two treatments today! Shall we prepare for both?

Great!

Note: If they say no.

Rec: No worries, keep it in mind. Maybe you’ll try it next time!

Note: Day Spas or Medi Spas should offer 12 promotions during the year, one per month. The purpose of the promotion is to entice guests to experience two treatments instead of one. The reception department must display the promotion by the front desk and share it with every person who is checking in.



Promotion

Note: The Spa offers a monthly promotion. The promotion should be featured by the front desk so the “Guest Relations team” can point to the promotion and engage the guest. By displaying the promotion, it will make it easier for you to get the guest involved. Get them to smell, touch and stimulate their senses. Also, you must focus on the benefit of the treatment and describe it with excitement so they accept your offer!

The display must always look good and be refreshed daily.



Note: Promotion sales are always measured.

- How many promotions were sold?
- How many new clients took advantage of the promotion?
- How many reserved future service?
- How many referrals came to your spa?
- How many did each team member sell?
- Overall profit generated?
- Compare this promotion performance to other promotions.



Beginning the Experience

Once you check the guest in, escort them to either the Discovery Journey Suite or the Relaxation Lounge.

Ask them to complete the appropriate form.

If you take them to the Relaxation Lounge, place a warm neck wrap around their neck and offer a drink and a snack.

Inform the guest that the specialist will be with them momentarily.

Let the therapist or the analyst know that the guest is here.

The specialist will introduce herself/himself and begin the experience.



Rec: Again, welcome! Allow me to lead you to the Relaxation Lounge. Please have a seat. We have some refreshments for you. Would you like a tea or water? If you would be so kind, please complete this discovery form to ensure that we fulfill your needs and provide you with a great experience! I have a special treat for you I will be back in a moment.

Go and bring a warm neck wrap.

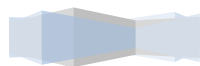
Miss _____, I have a warm neck wrap to help you de-stress... it contains _____. Allow me to place it around your neck... It's a great way to begin your experience! Oh, by the way, we have those in the boutique if you would like to take one home with you. They are great to use after a long hard day! Ok, enjoy and _____ will be with you shortly!

Again, my name is _____ should you need anything.

***Always be Happy and Optimistic**

**I am an optimist.
It does not seem too much use being
anything else.**

-Winston Churchill



a. **Conducting a Spa Tour**

Giving a tour is a great opportunity to learn about the guest and share with them the wide range of services we offer.

Tour Structure:

1. Welcome & Greeting
2. Introduction Statement
3. Spa Introduction
4. Spa Tour
5. Invitation to Register
6. Thanking and Farewell

1. Welcome & Greeting

You never have a second chance to make a first impression! Everyone on the team should be able to conduct a tour as described below, including receptionists and other team members.

Retention Rate:

1. **Make an emotional connection** with each guest
2. Treat people as **they** want to be treated
3. Go the **extra mile**; do the unexpected
4. Get frequent **feedback**, know their **needs**, how you can better serve them
5. Make them aware of the great **services & products** you offer
6. Be **passionate** about your role



Tour Mission:

The Spa's mission is to greet every guest with a warm smile and a genuine welcome.

Set a positive tone for the guests' tour and visit. We must be prepared and ready to share with them the reasons to choose us!



Greeting Script:

Team: "Welcome to ____ Spa!" (Smile) "Have you had the opportunity to tour the spa? My name is _____. Allow me to show you and introduce you to what we offer!"

Location: Lobby

Offer the refreshing hand towel with aromatherapy (Hot/cold).

Hold an empty plate so they will place the used hand towel on it once they complete wiping their hands.

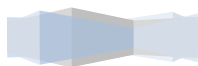
2. Introduction Statement

First, we are open _____ days a week from _____.
The spa is unique because we offer a la carte treatments and programs.

Have you had a chance to see the menu? Yes - no

The menu offers a wide range of treatments including high performance facials, body treatments, massages, wellness programs. (List what you offer by category)

At the end of the tour I will provide you with a menu describing all the programs we offer.



Customize your intro statement

3. Spa Introduction

Mini Commercial

- *We are a Medi Spa, rated as one of the top medi spas in the area. We feature anti-aging solutions for face and body and a wide range of wellness programs.*
- *All programs are result-driven to help you look and feel your very best!*
- *The spa's professional team delivers outstanding guest experiences aimed to exceed your expectations.*
- *Guests who frequent ____ Spa experience relaxation and results.*

You will love it here because we always strive to deliver great experiences, comfort, relaxation, and rejuvenation!

5. Spa Tour

Location by: Discover Suite

Let's start with the Discovery Journey. Because we are a medi spa we always start with discovering your needs. In here, we do face and body consultations and analyses.

a. Discovery Journey

This journey is all about you... A spa specialist discovers your needs and then customizes the ideal treatments and/or programs for you! This is fun and informative. It's normally \$ ____ and it takes about 25 minutes. We should reserve one for you before you leave.

General Knowledge Face Analysis:

“We will be able to identify:”

1. Your skin type
2. Your hydration level
3. Your pH level
4. Pores
5. Sun damage - hyperpigmentation
6. Overall condition

Note: Or point out what your specific equipment does.

General Knowledge Body Analysis:

“For the body, we will be analyzing:”

1. Body elasticity
2. Hydration
3. Cellulite
4. Muscle tension

Now let me show you the relaxation lounge.

b. Amenities & Relaxation Lounge

Our goal is to help you de-stress and relax. We offer amenities such as sauna, specialty showers (describe what you offer) and then we have a relaxation lounge where you can enjoy healthy drinks and snacks prior to your treatment or afterwards.

c. Rejuvenating Treatments

And now let me show you one of the treatment suites...

In the treatment suites you can have a wide range of treatments for face and body including rejuvenation treatments performed by Dr. _____, such as Botox, Juvederm, and Laser Treatments.

The spa has selected the most result-driven professional products to help you look your very best. And the great thing about _____ Spa is that we believe in delivering a complete guest experience. What I mean by that is not only do we help you while you are here, but we also have wellness recipes for home care between spa visits.

This will ensure that you are gaining the results you are looking for.



e. If they did not reserve

Invitation to “Register to Win”

Since you are here, let us register you for a chance to win _____.

We draw a winner once per month. All you have to do is either give me a business card or fill out the registration form.

Also, I would like to give you a gift! This can be used for your next visit.

Its \$ ___ off a treatment that is \$ ___ or more. A great way to save!. I would like to give you two. One for you and one you can pass on to a friend. Enjoy!!



Insert how to use spa dollars



f. Thank the Guests

I want to thank you for coming in and allowing me to introduce you to the Spa. I look forward to seeing you again! GOODBYE!"

Practice using the spa dollars

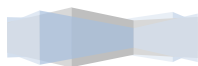
Check-in Summary

Things to remember:

In-Spa Greeting

- Stand up - welcome and greet the guest
- Smile & Introduce yourself
- Ask their name
- Begin check-in process
- Upgrade opportunity
- Invite guest for a spa tour
- Escort to lounge to complete an intake form
- Always portray a professional image

Action plan for implementing the Call Management Structure



3. Check-out Process

Once the guest is ready to check-out, we need the process to be effortless and enjoyable.

There are a few things we need to keep in mind:

- a) Guest feedback - Asking for testimonials and Facebook Likes.
- b) Next reservation
- c) Retail recommendation process
- d) Total price
- e) Gift card sales
- f) Membership sales
- g) Asking for referrals
- h) Thanking and inviting back

a. Guest Feedback

Check-out Scripts:

Never, ever ask the guest, “How was everything”

Instead Say:

Rec: *Great to see you again! You look great, relaxed, and fresh!*
Use words to express wellness! (Of course, if they had a peel or other aggressive treatment, we are not going to say that).

Rec: *Was there anything we could have done to make your experience more enjoyable?*

Guest: *It was great!*

Rec: *So glad you enjoyed it!!*

Note: If you are busy with another guest make sure you make eye contact and let them know you will be right with them. Invite to look around in the boutique.



Asking for testimonials

Rec: *We are collecting guest comments this week. Would you be so kind as to write a couple of lines in the guest book while I am processing your transaction? Thank you!*

Or

Place a comment on Facebook about your experience and or Like us!

Once she finishes. Thank you so much!

Rec: *I would like to offer you a gift for doing that for me.*

Speaking of next treatment, I see that _____ (therapist) made a couple of recommendations.

1. *One is regarding your next treatment. She said to be back 3 weeks from now and she would like to do _____.*
2. *And she also made some home care recommendations for you to help ensure your results.*

b. Next Treatment – Reserve Future Appointment

The receptionist must attempt reserving future appointment with every person checking out!

Rec: *Let's set up your next appointment first. What day of the week is best for you?*

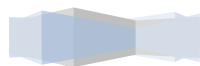
Morning or afternoon? Select the time and reserve.

c. Home Care Products

The therapist should provide you with the product recommendation.

Rec: *Ok, great! Now for your home care, let me give you some instruction on how to use them.*

Give instructions. Focus on the benefits!



Your total for today is \$ _____

How will you ask for the next appointment?

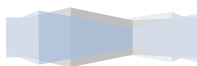
How do you approach the home care recommendations to ensure the clients take the products home?

Do you have a recommendation form?

Yes

No

What is the internal procedure to inform the reception department which products the therapists have recommended?



Communication tips:

Effective communication is a key factor! There are some words that you should refrain from using. Focus on the effective words and make them part of your vocabulary!



Ineffective Words

1. Add-on
2. Client
3. Hi
4. Book an appointment
5. Selling
6. Service
7. Yeah
8. No problem
9. Package
10. Just a minute



Effective words

1. Enhancement - upgrade
2. Guest
3. Welcome
4. Reserve your experience
5. Recommending
6. Treatment
7. Yes
8. My pleasure
9. Spa experiences
10. One moment please

Notes:



Addressing Unsatisfied or Angry Guests:

Note:

- ▶ For one unsatisfied guest who complains, 26 other unhappy guests say nothing and 24 won't come back.
- ▶ The average guest who experienced a problem with your business will tell 9 to 10 people about it.
- ▶ When complaints are addressed quickly, 70% to 95% will do business with the spa again.

Listen and understand what they are saying.

2. Acknowledge what they are saying.
3. Apologize.
4. Act upon what they complained about.
5. Address the issue internally.

Ask a Manager to Help

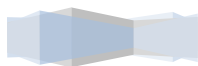
Always step away with them to a private area, away from the front desk area or other guests.

Ask them what you can do to make it up to them.

You are empowered to offer:

Spa dollar to be used on their next visit

What are you empowered to offer to satisfy an angry or unhappy guest?

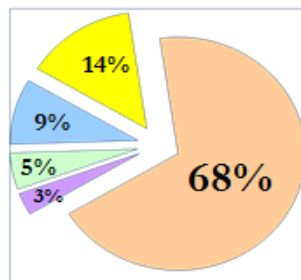


Retention Statistics

Retention should be a major focus!

Why do people leave and not come back?

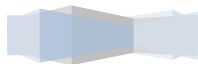
Guest Experience: Why Don't They Return?



- 3 % - Move away
- 5 % - Develop other friendships
- 9 % - Leave for the competition
- 14 % - Dissatisfied with services received
- 68 % - Indifferent guest service

You can control 82% of guest retention

What can we do as a team to ensure that we have a high retention rate?



II. Revenue Generating Efforts

Revenue generation is and should be the main focus of the reception department responsibility. We ask you to pay extra attention to the following revenue drivers.

1. Presenting Memberships and Programs
2. Promoting gift card sales
3. Spa boutique sales

1. Presenting Memberships and Programs Required Tools

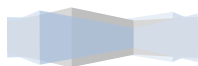
- Flyer or brochures
- Posters
- Buttons
- Price list

Membership Presentation:

Create a short presentation to explain your membership program

Price options and guidelines:

Prepare most frequently asked questions and be prepared to answer them.



Membership enrollment paper work:

Prepare your credit card authorization form and your membership agreement.

Software membership management:

Know how to enroll the new member.

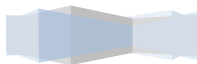
Usage, satisfaction and retention:

Ensure that the guest is utilizing their membership. Call them if they have not reserved an appointment for the month.

Programs and series guidelines

Insert your guidelines for program and series sales.

Payment methods and other program structure:



2. Promoting Gift Cards

Often, a guest will call to purchase gift certificates or gift cards. The Reception Department must follow the introduction procedure. Assist the guest in deciding which package would be most appropriate for the recipient.

Receptionists should suggest and present the gift card packages. The packages will include a retail item(s) or gift to give along with the card. It is often a nice pairing to sell a robe and tuck the gift card into the box, giving the impression of a more substantial gift.

Gift cards may also be issued complimentary for promotional reasons. Always make additional recommendations that the guest maybe interested in.

Gift card packages example:

Gift Card Packages



I. Radiance	II. Rejuvenation	III. Revitalize
Include Treatment & Retail	Include Treatment & Retail	Include Treatment & Retail
\$150.00	\$250.00	\$350.00



What are some of the packages you would like to offer?



3. Spa Boutique Sales - Boutique Image Expectations Sales and Profitability:

The boutique should provide the guests with a pleasurable shopping experience. Allowing the guest to linger and get informed about the carefully chosen merchandise encourages them to continue the experience at home.

Boutique Mission:

The boutique mission is to provide the guests with beautifully displayed products and merchandise promoting health, wellness and pleasures, allowing the guests to continue the experience at home.

Reception and Boutique Protocols:

Responsibility: The Reception Team is responsible for the reception and the Boutique image. It's your responsibility to assure the Spa's first impression and signature experience is delivered. In addition, you are responsible for maintaining the reception area and boutique area according to spa standards and protocols.

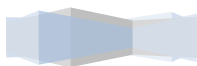
On occasion, you will have guests entering the boutique who do not have a reservation. This is your opportunity to introduce the Spa's program and make a reservation.

Use common sense and attempt to reserve an experience that coincides with the products that they might be looking for.

For example, if you are assisting a guest who is looking for a body scrub, suggest the retail product for home use, as well as a professionally administered salt glow to maximize the results.

The Reception Team must be familiar with all boutique merchandise. Your personal success and value to the company are greatly enhanced when you, as a receptionist or reservationist, appear to be as knowledgeable about the product as the therapist.

If you are not sure which products will suit the guest best, ask a therapist or manager for assistance. Refer to the brands' product benefits and ingredients.



Spa Boutique and Merchandising

You will be asked to help maintain the spa boutique and assist the manager with inventory management. This chapter will provide you with merchandising strategies to help the spa generate more sales.

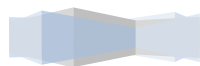
First, let's understand what makes people buy.

1. The product or service **solves** a problem or a concern!
2. They buy physical & emotional **benefits**.
3. They **like** and **trust** the person making the recommendation.
4. They buy **value** & credibility.
5. **Results** & promises.



Bring excitement to your boutique with:

- *Props*
- *Signage*
- *Electronic Frames*
- *Video*
- *Self Talkers*
- *Ingredients, Botanicals*
- *Banners, Posters*
- *Flags*
- *Leaves*
- *Mannequins*
- *Brochures*
- *Testers*



Elements of Effective Visual Merchandising

- **Balance:** Asymmetrical rather than symmetrical balance within display.
- **Size of Objects:** Place the largest object into display first.
- **Color:** Sets the mood and feelings.
- **Focal Point:** Where product, props/signage and background come together.
- **Lighting:** Accent the focal point when possible.
- **Simplicity:** Less is more. Don't add too many items.

Let Your Creativity Flow!

1. Pique Guest Interest
2. Inspire Guest Inquiries
3. Create Unique “Guest-Friendly” Merchandising Zones
4. Create a Complete Shopping Experience

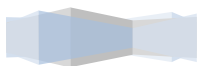
Things to keep in mind: Our goal is generate sales. Here are some formulas to help you stay on target.

Sales By Receptionist

- $\text{Net Sales} \div \text{Number of Receptionists} = \text{Sales per Receptionists.}$

Sales per Transaction

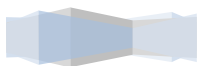
- $\text{Gross Sales} \div \text{Number of Transactions} = \text{Sales per Transaction}$



Merchandising Guidelines and Action Plan

Who will be responsible for merchandising?

Merchandising protocols



IV. Spa Reservation Guidelines

- 1. Common Guest Service and Communication Standards:**
Five elements to deliver quality service and positive interactions are:
- a. Speaking in a courteous and caring manner.
 - b. Working together to satisfy and exceed the guests' needs.
 - c. Listening with respect and asking questions to ensure understanding.
 - d. Performing your responsibilities competently and to the best of your ability.
 - e. Learning to meet new challenges and resolve problems.

When you communicate with others:

- they hear your words
- the tone of your voice
- they see your body language

What do guests want?

- To be recognized
- To feel valued and important
- To feel appreciated
- To feel respected
- To feel understood
- To feel comfortable about their wants and needs

Professionalism: Professionalism is felt by each guest. When each guest is treated with courtesy and sincerity, and you go the extra mile to assist them, the guest will form a favorable image about the entire team.

DO:

- Use common courtesies such as "Please," "Thank you" and "My pleasure"
- Listen objectively - regardless of concern
- Control background noises
- Demonstrate a "can do" attitude

DON'T:

- Have a predetermined mindset about the guest



- React negatively to the guests' problems
- Use internal jargon
- Get easily flustered, annoyed, or irritated

Speedy Responses:

Superior quality service comes through quickly answering questions and/or getting back to a guest when special requests are made, but never at the expense of quality.

DO:

- Get to the point as quickly as is appropriate.
- Do what you say you're going to do - strengthen your follow-through and credibility with each transaction.

DON'T:

- "Pad" the conversation with idle chatter
- Take more than 24 hours to return a call
- Forget to follow-through exactly on promised action

Accurate Information:

Accurate information saves time, tempers, and trouble.

DO:

- Continue to enhance your product/service expertise.
- Improve your guest service by reading, attending training, meetings, and all forms of continuing learning.
- Use references in an efficient manner.

DON'T:

- Guess about critical information.
- Blame co-workers for errors.
- Use outdated materials as resources.
- Assume callers will understand technical jargon.

Notes:



2. Treatment Reservation Guidelines

Treatment Guidelines.

BODY TREATMENTS or HYDROTHERAPY:

- Do not shave before treatment
- Avoid sun exposure and waxing before and after services
- Guests with a substantial amount of varicose veins, heart conditions, high blood pressure, or heavy menstrual flow should avoid body treatments with heat
- Guests with iodine sensitivities and hyperthyroid conditions should avoid treatments utilizing seaweed.

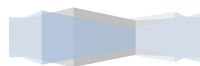
FACIALS or WAXING:

- Avoid sun exposure before or after a treatment
- Avoid most body treatments after body waxing

PREGNANCY:

- Avoid treatments with heat
- Minimal foot massage will be done
- High concentration of essential oils may not be tolerable

Notes:



3. Clerical Guidelines

Importance of Neatness and Good Communication:

The ability to communicate, and do your work neatly and efficiently are key factors for a team member. Without these qualities, they cannot function smoothly. Using the proper communication devices and software tools can avoid an unorganized and cluttered reception desk. Mess and clutter such as scraps of paper with notes left lying around will inevitably result in missing information and errors. This will also create a poor impression to guests standing near the reception desk.

Therapists can only be expected to do their jobs to the best of their ability if they are given the correct information concerning schedules, changes, special requests, massages, etc.

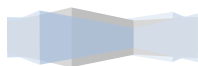
Scripts: Letters and e-mails:

All types of communications with guests, other members of the team, or vendors, etc., must remain professional at all times. Keep in mind, when you are communicating with someone from the outside you are, in effect, acting as a representative of the spa as a whole.

Letterhead and envelopes with the proper logos should be used. You can avoid errors by following protocols and procedures. If you are not sure, consult management before sending out any correspondence. Logo material such as letterhead and envelopes should not be wasted for inter spa/interoffice mail.

E-mails should also be kept formal. Properly address the client's name in the opener and use an electronic signature at the end. Be sure to spell check and only give accurate information.

E-mail communications should be tracked and properly followed up by using the Email Tracking Log with signature and date of the team member who is responding to a guest inquiry.



Be sure to respond to computer-generated inquiries and e-mails often throughout the day. Potential guests who do not receive a quick response may feel neglected and choose to visit another spa.

*All written standard letters or emails must be approved by management.

Client Notes:

Client notes are very important; they help us build relationships with our clients.

Therapists and receptionists must input notes in the spa software program outlining what took place during their visit.

It's also important to gather information about the guests and specific transactions to aid in our marketing efforts.

Handling Solicitors:

Anyone coming into the spa should be treated as a guest and potential guest. With that being said, solicitors without an appointment should simply be asked to leave a business card and any materials that they wish for the manager to look over. Inform them that the information will be passed onto management for possible review in the future.

Using Administrative Tools:

A quick hands-on demonstration of the following items should be given here:

- Fax Machine
- Phone System
- Voice Mail Set Up and Retrieval
- Printers and Computers
- Email use and logging email correspondences

Software (insert):

Your appointment Software is: _____. All relevant usage information and contact information will be given at the time of training. See software protocols.



Notes:

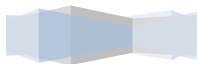
Client notes procedures

Reservationist and Receptionist Tools and Forms:

Guests Intake Form and Procedure:

The Menu and Price List:

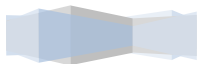
The Spa Website



Reservation Software Process

Most Frequently Asked Questions

Notes:



V. Spa Telephone Etiquette

Telephone Dos and Don'ts

Answering the Phone:

Whether you're 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 the spa is over the telephone. We always want to ensure that the initial impression of our guest is a positive one. To ensure this, the following standards must be followed:

Rings:

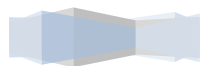
- The telephone must be answered within **3 rings or less**.

Internal Calls:

- When receiving calls from other departments, remember to treat them as respectfully as the guests. *Everyone*, including all team members, deserves to be treated professionally and kindly. Their positive impression may also encourage them to refer associates and resort guests to visit the spa.

Placing Calls on Hold:

- If you must place a caller on hold, always ask permission to place them on hold. Say **“Would you mind holding 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. If that is not acceptable to the guest, then you should finish assisting them.
- When you place a guest on hold, do not allow them to hold longer than 40 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?”**



Inset your guidelines:

Screening Calls:

- If you receive a phone call for a manager, please ask the caller's name, if the manager is expecting their call and what the call is in reference to. Next, call the manager's office and brief the manager about the call. Ask the caller to hold while you transfer the call to the office. **“It’s my pleasure to connect you!” or “Sorry Mr. /Mrs. _____ is in a meeting. Would you like to leave a message?”**

Personal Phone Calls:

- Personal calls should be limited to lunch and break times. If a local personal call must be made, it is not permitted to do so in the presence of a guest. Personal calls must be made from the team lounge. Personal phone calls will not be accepted at the reception desk.

Key Phrases to Remember:

It’s a beautiful day at _____ Spa! This is _____. To whom do I have the pleasure of speaking?

Would you please hold for a moment?

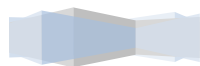
It’s my pleasure to connect you!

It’s my pleasure to assist you!

Thank you for calling _____ Spa.

Is he/she expecting your call?

Mr./Mrs. _____ is not available. Would you like to leave a message?

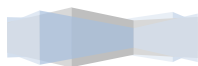


Five Qualities of a Good Telephone Voice:

1. **Alertness.** Your voice should have spark and energy. Give the guest the impression that you are wide-awake/alert and eager to help. Not to be mistaken with LOUD.
2. **Pleasantness.** Your voice should be smooth, not jarring or whiney. Communicate with your voice that you are a pleasant and happy person. There is no room for shortness or anger.
3. **Conversational tone.** You are a real human being talking with, not at, another human being.
4. **Distinctness.** Use clear articulation and enunciation. All of us tend to get lazy in our face-to-face speech. We drop the final consonant or breeze through that middle syllable. The telephone exaggerates this tendency, so open your mouth and let the sound come out clearly.
5. **Expressiveness.** Vary your tone and rate. Build a verbal picture with your voice.

Improving the effectiveness of each telephone call is just as important as improving your telephone voice. Ask a manager or co-worker to listen to you while you talk on the telephone to customers, or set a recorder by your telephone and tape yourself.

What will you do to ensure your voice sounds happy and positive at all times?



Body Language:

Phone conversations should be conducted with the same body language gestures as if the conversation is taking place in person.

Why? Because the tone of your voice changes with your body language.

Gesture when you're on the phone as if the person is there. It affects your body language and affects how you sound to the party you're speaking with.

Body language exercise:

Don'ts

Chin down

Back hunched over

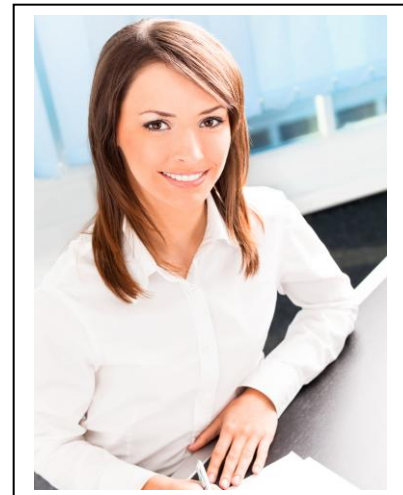
Feet up on the desk

Hand on the face

Twirling your hair

Chewing gum

Breathing



Tilted head

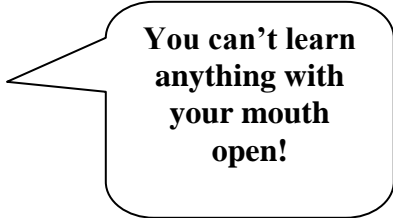
Listening Skills:

The listening process is a combination of what we hear, what we understand, and what we remember.

When we listen well, we learn more. When the listening process is visible to your guests, people communicate with respect and caring.

By listening well, we are saying:

“I think you are important. I value what you are telling me.”

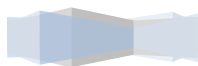


**You can't learn
anything with
your mouth
open!**

Good listening is learned

Listening is a skill and like any other skill, can be learned and improved upon with practice.

People generally speak 125 to 150 words per minute. We can listen and understand more than 400 words per minute. Carefully consider the information your guest is giving you. Review the content mentally and listen for additional meaning and/or clues to service them better.



HOW SOON WE FORGET!

After one day, we forget 46% of what we've heard.

After 7 days, we forget 65% of what we've heard.

After 14 days, we forget 79% of what we've heard

H.F. Spitzer, Researcher

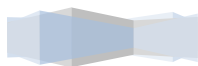
The five most common poor listening habits:

Interruptions: You are saying to the guest, “What you have to say is not important.”

Believing that you know better than the caller does. This habit causes you to dismiss the guest's message, or even interrupt with a premature solution. If the guest questions your judgment in a situation, such as insisting on having a service that you feel is inappropriate, you can call a manager or the lead therapist to assist.

Overreacting: If a guest pushes your button, you stop listening. You begin disagreeing and start speaking your mind out loud.

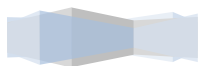
Pseudo listening. This is when you pretend you are listening, but you are focusing your mind on other things.



Vocal Qualities Checklist:

- Rate:** Slow (boring)
Good (helps with attention span)
Fast (questions motive, hard to understand)
- Volume:** Too soft Just right Too loud
- Clarity:** Over-enunciated, sounds mechanical
Each word clear
Mumbles, slurred words, or dropped endings
- Pitch:** Too high: sounds whiny, hard to hear
Too low: sounds gravely, hard to understand, monotonous, no variation.
Sound natural and varied
- Tone:** Friendly
Sincere
Overly Enthusiastic
Pushy
Timid
Confident and Happy

Notes:



**Everybody can be great
because anybody can serve.**

-Martin Luther King Jr.

Roleplaying Exercise:

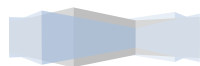
The team will break into groups of “guests” and “team members.” Several different situations should be acted out, such as:

- ❖ Have a guest walk up to the front desk to ask questions about the Spa and the Spa process. What makes it so unique?
- Have the mock guest ask several unusual questions to see how the team member reacts to each question.
- Have the team member respond once in a completely inappropriate way to demonstrate to the team how silly and unprofessional this can appear.
- Then, have the interaction proceed in the most ideal manner possible, complete with scripts recited.

At this point, the trainer/manager should evaluate the responses, emphasize what was done correctly and make suggestions for improvement on responses that were less than perfect.

The trainer should be analyzing the following:

- **Correct body language**
 - Good posture
 - Eye contact
 - Smile
- **Voice**
 - Tone/Enthusiasm
 - Projection
 - Clear/not mumbled

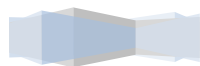


- **Quality of Responses:**
 - Was information given correctly?
 - Was information thorough?
 - Did the team member ramble?
 - Were scripts properly executed?
 - Did the team member appear to be confident and knowledgeable about the responses?
 - Were any suggestive selling hints used, if appropriate?




- ❖ Next, have a team member conduct a tour. Have the guest ask questions along the way. The trainer should look for the above reactions as well as:
 - Was the tour conducted in the appropriate amount of time?
 - Did the team member point out each aspect correctly and use enticing words to describe each area?
 - Did the team member get distracted as the guest asked questions on the tour?
 - Was the tour organized according to flow?

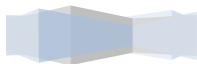
- ❖ Do a mock phone call between a potential new guest and reservationist. Again, look for all of the above responses:
 - How does the receptionist respond to the guests' questions?
 - Does the voice project a smile?
Have the right questions been asked in order to customize a Journey effectively?

**If you think you can
or think you can't,
you are right.
-Henry Ford**



Reception & Boutique Image & Standards Check-up

Reception & Boutique Image & Standards			
Visual			
Front Door			
Seating area			
Reception desk counter			
Floors			
Boutique			
Shelves			
Stock			
Décor			
Scent			
Aromatherapy – Signature			
Sound			
Music			
Fountain			
Feel			
Temperature			



Comments:

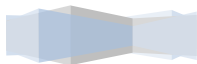
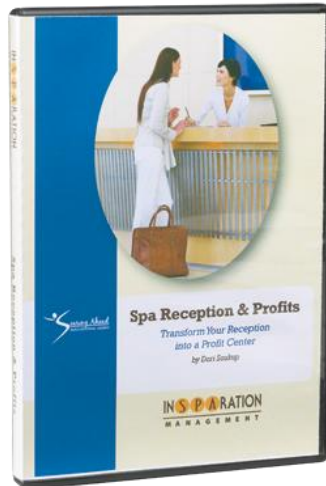
VI. Test

Every Guest Relations representative and receptionist must pass a test prior to beginning position functions:

Test includes:

- Call Management
- Check-in
- Check-out
- Software System
- Menu Knowledge
- Product Knowledge
- Company Policies and Procedures

To help you further watch the Reception and Profit DVD!



RECEPTION DEPARTMENT STUDY GUIDE & Test Part 1

Please answer the following questions from your “Spa Reception & Profits” DVD and “Guest Relations & Reception Department Manual.” Portions of this quiz may be conducted verbally:

1. Name three Overall Departmental Goals:
 - Turn callers into guests
 - Build a guest list - Database
 - Maximize the number of treatments per guest
 - Increasing retail sales
 - Deliver an outstanding guest experience
 - Menu and product knowledge
 - Portray a professional image
 - Know and track own performance
 - Build strong team relations
 - Maintain an appealing boutique

2. The reception area is the guest’s first impression of the spa. This impression depends on what four factors?
 - Smell – See - Hear and Feel

3. Provide some examples of how you can achieve these factors.
 - Clean, organized, appealing
 - Signature scent
 - Music or water feature
 - Comfortable temp, beautifully decorated



4. Name at least three Performance Measures and Expectations from your Position Description:
 - Retail Sales
 - VPG
 - Gift Card Sales
 - Overall Service Revenue
 - Membership Sales
5. The main functions of the Guest Relations Department fall under three main categories: Call Management, Check-In and Check-out. Consistency is key. Provide the steps for a guest call looking to book an appointment:
 - Greeting
 - Discovery – Caller name, etc.
 - Spa Overview – 60 sec. commercial
 - Presenting spa experiences and options
 - Asking for a decision
 - Reservation management – spa guidelines
 - Confirmation guidelines
6. What is the spa greeting?

It's a beautiful day at _____ Spa! This is _____. To whom do I have the pleasure of speaking?
7. Provide an example of a discovery question
 - How did you hear about us?
 - What type of experience are you looking for?
 - Are there some particular concerns you would like to address?
 - Are you looking for relaxing?
8. Give example of your 60 second “commercial”.

Example: We are a medi spa rated as one of the top spas in our area. We feature treatments and programs designed to provide



anti – aging solutions for face and body, as well as a wide range of wellness options.

9. Present the Discovery Journey and other options.

_____ Spa is very unique because you can spa two ways: Either a la carte, where you select a treatment from the menu, or we can set up a Discovery Journey for you.

Let me share just what that is. We have a very innovative skin analysis that allows you to see your skin to identify what improvement, if any, is needed. We can also evaluate your level of wellness and address your specific goals.

The Discovery Journey is performed by a medi spa professional and it provides you with valuable information to customize a result-driven program for you.

Normally, the Discovery Journey is \$95, but since this is your first time calling, we can extend a special that we have, which makes the Discovery Journey complimentary for you.

Everyone loves the Discovery Journey! I am sure you will, too! When would you like to come in? (Provide a couple of options of “availability” and ask “which they prefer.”)

10. What is the next step if they only want to come in for a treatment?

Present package option.

11. If they still want only a treatment, what is the next step?

Present treatment time options and then present special promotion information, then P.R.I.D.E. the treatment.

12. What does P.R.I.D.E. stand for? Page 13

P= Problem or Product

R= Results

I= Ingredients

D= Demonstrate (Treatment Steps)

E= Experience



How would you present a treatment using the PRIDE System?

13. Utilizing professional words is important when describing treatments, programs and products. List at least six professional, descriptive words.

Utilization of Professional Words

Rejuvenating	Anti-Aging	Soothing	Calming	Hydrating	Anti-Stress
Smoothing	Protect	Healing	Refreshing	Clean	Firming
Invigorating	Exfoliating	Moisturizing	De-Stressing	Replenishing	Healthy
Softening	Relaxing	Preventative Care	Aromatic	Desensitizing	Renewing
Anti-Oxidant	Nourishing	Decongesting	Essential Oils	Natural	Anti-Inflammatory
Toning	Repairing	Detoxifying	Revitalizing	Botanical	Anti-Irritant
Repairing	Well-Being	Anti-Fatigue	Lightening	Natural Fragrance	Age Defying

14. What if they say “NO”?
“No worries. Keep it in mind. It’s going on the entire month. Maybe next time you would like to try it.”

15. What is one of the most important keys to success?
Asking for a Decision



In many cases receptionists are fearful to ask for the appointment. One of the most important keys to success is to ask “WHEN would you like to visit us?” This is one of the biggest mistakes everyone in the industry makes, but not us.

After you explain the options to a caller or a walk-in guest, you must ask **when** they would like to visit us so you can make the reservation. You’ve got to ask for the money. Failing to do so will cause us to miss many revenue generating opportunities.

16. Explain Yield Management and give some examples.

Perishable inventory

Every hour that goes by with an empty treatment room is lost revenue

The spa director will inform you which are the most popular or prime time guests usually requests. And also provide you with the least desirable time that is difficult to fill. As a receptionist, you must always attempt to fill the slow slots first, then go to the prime time.

Yield Management Suggestions:

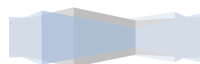
- Offer premium services at peak times
- Push packages and promotions to off-peak times
- Advance reservation
- Weekend and weekday pricing
- Time-of-day pricing
- Last-minute club

17. Role-play: Reservation / Confirmation Process:

(Use your master manual and menu to assist with this process.)

18. What is the optimal treatment order?

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



RECEPTION DEPARTMENT STUDY GUIDE & TEST Part 2

Please answer the following questions from your “Spa Reception & Profits” CD and “Guest Relations & Reception Department Manual.” Portions of this quiz may be conducted verbally:

1. What are the six check-in goals?
 - Deliver a warm and genuine greeting
 - To welcome the guest and deliver a great spa experience
 - To portray a professional spa image
 - To deliver personalized service – use their name, Mr./ Ms.
 - To Promote multiple experiences – promotions
 - To increase revenue

2. The Reception Area should always be:
 - a. Immaculate and organized
 - b. Scented with signature aromatherapy
 - c. Menu and price list displayed with extras for distribution
 - d. Special of the day – tray presentation display
 - e. All of the above

3. What is the In-Person Greeting?

“Welcome to Spa _____. My name is _____. What is your name?
Welcome, _____. We’ve been expecting you!”
Or if they don’t have an appointment, ask:

Rec: Have you been here before? It would be my pleasure to help you and give you a tour of the spa.



4. Role-play: Checking in and presenting promotion in addition to their scheduled treatment. Page 19 – 20 Rec: I see that you are planning on experiencing a Swedish massage today! That's great! We have you set up with _____. She is fabulous!!

Oh, by the way, we have a great special on a body polish today. When was the last time you had one? This treatment is great! It exfoliates your body, getting rid of all the dead cells, opens up your pores and allows the oil from the massage to give a great boost of hydration.

For a difference of \$ _____ you can experience two treatments today! Shall we prepare for both?

Great!

Note: If they say no.

Rec: No worries. Keep it in mind. Maybe you'll try it next time!

5. What is the structure to conducting a spa tour?

- Welcome & Greeting
- Introduction Statement
- Spa Introduction
- Spa Tour
- Invitation to Register
- Thanking and Farewell

6. Role-play: Conduct a tour of the spa. (This can be virtual).

Greeting Script:

Team: Welcome to _____ Spa! (Smile)

Have you had the opportunity to tour the spa? My name is _____. Allow me to show you the spa and introduce you to what we offer!

Location: Lobby

Offer the refreshing hand towel with aromatherapy (Hot/cold).

Hold an empty plate so they will place the used hand towel on it once they complete wiping their hands.

Introduction Statement

First, we are open _____ days a week from _____.



The spa is unique because we offer a la carte treatments and programs.

*Have you had a chance to see the menu? Yes - no
Your menu offers a wide range of treatments including high performance facials, body treatments, massages, and wellness programs.*

*List what you offer by category
At the end of the tour I will provide you with a menu describing all the programs we offer.*

Spa Introduction

Mini commercial

- We are a medi spa, rated as one of the top medi spas in the area. We feature anti-aging solutions for face and body and a wide range of wellness programs.*
- All programs are result driven to help you look and feel your very best!*
- The spa's professional team delivers outstanding guest experiences aimed to exceed your expectations.*
- Guests who frequent ____ Spa experience relaxation and results. You will love it here because we always strive to deliver great experiences, comfort, relaxation, and rejuvenation!*

Spa Tour

Location by: Discover Suite

Let's start with the discovery journey because as a medi spa we always start with discovering your needs. In here we do face and body analysis.

Discovery Journey

This journey is all about you... a spa specialist discovers your needs and then customizes the ideal treatments and/or programs for you! This is fun and informative. It's normally \$ ____ and it takes about 25 minutes. We should reserve one for you!

General knowledge Face Analysis:

We will be able to identify:



- Your skin type
- Your hydration level
- Your pH level
- Pores
- Sun damage - hyperpigmentation
- Overall condition

General Knowledge Body Analysis:

For the body we will be analyzing:

- Body elasticity
- Hydration
- Cellulite
- Muscle tension

Now let me show you the relaxation lounge.

Relaxation lounge

We like to help our guests relax .we offer a relaxation lounge where you can step into the sauna and get a healthy drink and snack prior to your treatment or after.

Rejuvenating Treatments

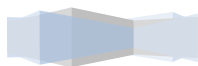
And now let me show you one of the treatment suites...

In the treatment suites, you can have a wide range of treatments for face and body including rejuvenation treatments performed by Dr. _____, such as Botox, Juvederm, laser treatments...

The spa has selected the most result-driven professional products to help you look your very best. And the great thing about _____ Spa is that we believe in delivering a complete guest experience. Not only do we help you while you are here, but we also offer wellness recipes for home between spa visits.

This will ensure that you are gaining the results you are looking for.

Your entire experience is performed to perfection at the hands of well-trained professionals.



Close:

*Let me show you the menu and see when you would like to reserve the discovery journey
Oh, by the way, we have a special now! It's complimentary for this week.*

Make reservation!

**If they did not reserve
Invitation to “Register to Win”**

Since you are here, let us register you for a chance to win

We draw a winner once per month. All you have to do is either give me a business card or fill out the registration form.

Also, I would like to give you a gift! You can use this for your next visit. It's \$____ off a treatment that is \$ ____ or more. A great way to save when you are ready to reserve your treatment. I would like to give you two; one for you and one you can pass on to a friend. Enjoy!!

Thank you

I want to thank you for coming in and allowing me to introduce you to the Spa. I look forward to seeing you again! GOODBYE!”

Things to review:**In-Spa Greeting**

- Stand up - welcome and greet the guest
- Smile & Introduce yourself
- Ask their name
- Begin check-in process
- Upgrade-opportunity
- Invite guest for a spa tour
- Escort to lounge to complete an intake form
- Always portray a professional image



RECEPTION DEPARTMENT STUDY GUIDE & TEST Part 3

Please answer the following questions from your “Spa Reception & Profits” CD and “Guest Relations & Reception Department Manual” Portions of this quiz may be conducted verbally:

1. Once the guest is ready to check-out the process should be effortless and enjoyable. Of the following, which are the most important to remember?
 - a. Guest feedback and scheduling next reservation
 - b. Gift card sales efforts & mention membership options
 - c. Retail recommendations
 - d. Thanking and inviting back
 - e. All of the above!

2. What question do we NEVER ask at check –out?
“How was everything?”

3. What do we say instead?
Rec: Great to see you again! You look wonderful, relaxed, fresh use some word to express wellness! (Of course, if they had a peel or other aggressive treatment ,we are not going to say that).Rec: **Was there anything we could have done to make your experience more enjoyable?**



4. What are the next steps after they communicate anything that we could have improved upon or a shining endorsement?

- Collect a guest comment
- Offer them a “gift” to apply to their next visit
- “Speaking of next visit,” offer to book
- Home care recommendations to help ensure their results

4. From time to time you will have to address an unsatisfied or angry guest; what are the “4 A’s of effectively dealing this type of guest or situation:

Listen and understand what they are saying:

- Acknowledge what they are saying
- Apologize.
- Act upon what they complained about.
- Address the issue internally

In addition: Get a manager - Always step away with them to a private area away from the front desk area or other guests. Ask them, **“What can we do make it up to you?”**

5. Name the 3 areas of revenue generation:

- Presenting Memberships and Programs
- Promoting gift cards
- Spa boutique sales

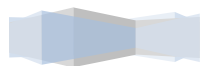
6. What tools do you need to present a Membership or Program?

- Flyers or Brochure - Buttons
- Poster – Price List

7. What should you always suggest as part of the gift card introduction process?

A choice of (3) Gift Card Packages that include a treatment amount + retail amount. (Three different price points).

8. What should you always get when selling a gift card?



VII. Summary

As a receptionist and a guest relations representative, you have the opportunity to add value to the entire program. Your position is very valuable and appreciated. To achieve set targets, the team must practice and sharpen their skills at all times.

Use this manual as a guide to help you with interactions with guests and to effectively fulfill your position expectations.

Remember, you are not an order taker. You are a professional making recommendations to help our guests look and feel their very best!

We are happy you are part of our team! We are confident in your abilities and we look forward to you having a long and prosperous career with the spa.

To Your Success!

