

# Spa Edge™

## Legendary Sales and Service

Skilled service and sales employees are absolutely essential to success in the spa industry. Signature Worldwide's **Spa Edge™** program gives your staff the training they need to convert more inquiries to appointments and improve customer loyalty by creating legendary experiences.

Signature Worldwide, a leader in hospitality training, designed **Spa Edge** to address one of the industry's most difficult operational challenges – how to deliver and maintain the high service levels clients expect from a salon or spa.

**Spa Edge** is a fun, unique and empowering training solution that gives customer-facing staff the skills, motivation and confidence they need to make every customer encounter a positive one. The training includes reinforcement with coaching and ongoing mystery shop calls, which helps to ensure consistency, accountability and continued development.

Through a variety of techniques, including role-playing, staff will learn how to:

- Help the customer in order to create immediate and lasting satisfaction
- Act on client requests in a service-honoring way
- Handle challenging or sensitive situations with winning results.

By using **Spa Edge** to improve customer experiences from sign-in to departure, your employees, your clients and your spa will benefit.

## Description

With one to two days of **Spa Edge** training, Signature will teach your staff how to help customers, act on client requests and handle challenging situations. Participants learn to impact customer impressions, while increasing repeat business and improving service scores.

## Who Should Attend?

- Owners
- Managers
- Guest Service Representatives
- Receptionists
- Hair Stylists
- Estheticians
- Massage Therapists
- Nail Technicians
- Makeup Artists

## Learning Objectives

Through a variety of techniques, including role-playing, employees will learn when, how and why to:

- Provide legendary service at every touchpoint
- Build rapport with clients to enhance and build customer loyalty
- Handle customer requests in a way that guarantees guest satisfaction.

