

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.

Training Agenda

Introduction	Welcoming activity and overview of the session
Legendary Service	Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed
What's in it for Everyone	Review the value of delivering legendary service – benefits to the employee, benefits to your current and prospective guests and benefits to the company
Reality Trip	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
Calling the Competition	Make phone calls to competitors and critique the service and sales skills used
Introducing The Sales Process	Tips and process for ensuring understanding of what the guest wants and needs and how to fulfill them
Connecting with the Customer	Tips and process to ensure relationship building at the start and throughout the interaction with the guest
Asking the RIGHT Questions	Continue the relationship by discovering the guest's needs and wants
Delivering Value	Identify the key behaviors involved in relational selling that set your organization apart from the competition
Skill Practice	Practical role plays and other activities to apply the skills
Closing Techniques	Strategies identifying additional opportunities for upselling and cross-selling; techniques for securing and verifying the business
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Next Steps	Discuss the components of Signature's ongoing reinforcement program