



## Making Every Touch Positive

With Felicia Brown  
Business & Marketing Coach  
[www.Spaltungen.com](http://www.Spaltungen.com)




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## Felicia Brown, LMBT

- Licensed Massage Therapist
- Owner/partner in 4 day spas
- Author of **Creating Lifetime Clients + Free & Easy Ways to Promote Your Massage, Spa & Wellness Business** & 5 other books


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## A thought for today...

"Do what you do so well that they will want to see it again and bring their friends."

WALT DISNEY




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## A New Definition of Marketing

Anything that touches a client and makes them want to do business (or not) with you or your company.

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## Why Clients Come to Us

- Improve health/well-being
- Decrease pain & discomfort
- To escape from stress
- To be restored and renewed
- To have peace and quiet
- For a mini-vacation

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## How a Spa Visit Can Feel

- Confusing
- Scary and overwhelming
- Frustrating or tiring
- Disappointing
- Expensive/low value
- Stressful!

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## What Can We Do?



- Anticipate the clients' needs
- Learn to see through the guests' eyes
- Keep processes smooth/consistent
- Be flexible, understanding and helpful
- Always work to make things better
- Provide Custom Service for clients

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## Your Favorite Spa Experience

- What do you remember most?
- What made your visit special?
- Why did you want to go back?




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## 30 Points of Client Contact



- Prior to 1st visit
- During the 1st visit or appointment
- After their spa visit
- Other touches and impressions

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## Before the Appointment



- 1 – Website/Menu
- 2 – PR, Marketing & Ads
- 3 – Logo and Image
- 4 – Reputation, Reviews & Buzz

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## Before the Appointment

- 5 – Exterior Appearance & Signage
- 6 – Location, Ease of Access & Parking



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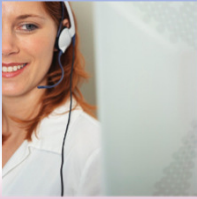
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## Before the Appointment



- 7 – Phone & Scheduling
- 8 – Greeting & Welcome

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## During the First Visit

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9 – Waiting & Retail Area Appearance

10 – Products used



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## During the First Visit

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11 - Tour of Facility

12 - Explanation of Services

13 - Greeting by Other Staff

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## During the First Visit

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14 –Treatment Room

- Appearance
- Cleanliness
- Temperature
- Sound
- Privacy
- Stocked & ready

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## #15 The Spa Service Itself



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## What Happens in the Service?

- Is service what the client scheduled and needs?
- Is/Does the therapist...
  - Prepared
  - Polite & friendly?
  - Respond to client requests?
  - Educate the client?
  - Recommend products?
  - Invite the client back?



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## After the Service



17 – Ending the session

18 – Paying the bill

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## After the Appointment

19 – New client gifts/rewards  
 20 – An invitation to return  
 21 – Farewell and thank you



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## After the Appointment



- 22 – Post-Visit Marketing
  - birthday card
  - thank you note
  - referral discount
  - follow up calls
  - email updates

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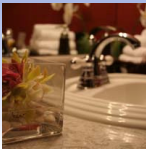
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## General Operations



- 23 – Facility in good repair
- 24 – Clean restrooms and locker rooms

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## General Operations

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25 – Amenities available

- Water/Tea/Beverages
- Snacks
- Robes/slippers
- Lockers
- Steam/sauna/whirlpool

26 – Flow of visit



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## Other Areas

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27 – Uniforms and appearance of staff

28 – Extra touches

- candles
- art
- flowers
- table treats




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## Memories That Last

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- 29 – Music type & noise levels
- 30 – Scents and aromas



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## The Overall Experience

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How do we combine these elements into a positively unforgettable experience?



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## How to WOW

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- Think of every client as a VIP
- Remember tastes and preferences
- Make every visit special
- Ask for feedback and take action
- Reward them for their loyalty



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## "A Guest in the house is like God in the house"

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My take on this:

A guest in the spa/office is like God in the spa/office

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## Take care of VIPs **and** VIEs



- VIP = Very Important Person
- VIE = Very Important Employees
- Make your staff (VIEs) happy and they will take care of your VIP's!

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## Closing Thought

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."



– Jeff Bezos

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 **You're Invited to My Party!**



Schedule a one-on-one  
call/session for just \$99  
(usually \$195)!

Go to  
**Spalutions.com/bundle**  
to get yours and schedule  
an appointment☺

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