

Success Forces for Management of a Profitable Spa

The spa industry has grown exponentially over the past two decades and has taken a firm hold on the culture in America. Yet for all of its allure, only a small percentage of spas actually meet their revenue goals. In this 2-day session, participants will gain the insights from one of the industry's most respected leaders in the field. With three decades working at a spa director for 5-star properties as well as a developer of over 100 resort, day and medical spas, he brings a wealth of real time experience you can't afford to miss.

I invite you to take advantage of this opportunity. All Spa Technologies clients can enjoy a discounted fee. Details below:

Date: June 24-25 (Friday & Saturday)
Location: Mirasol Country Club & Spa
Palm Beach Gardens, FL
Fee: \$399 per attendee: (\$349 for Spa Technologies clients)
Or \$250 to attend 1 day only

Below is an outline of topics to be covered to assure your success.

Session I: Operations Assessment: Are you managing your spa for success? In this session we cover the necessary success forces to make sure that your spa is operating efficiently and profitably. You will learn:

- Spa Statistics as they impact operations. What you can learn from industry norms from around the country
- Spa Industry Challenges: We explore how to avoid pitfalls that will negatively impact your spa from compensation to retailing.
- Operations Assessment: How to audit your spa's operations to insure peak performance.
- Hiring & Maintaining Your Team: Motivating your staff for success; avoiding common management mistakes that can drain energy and compromise service.
- Addressing employee issues

Session II: Managing for Success: Here we explore how to measure your spa's performance with a view to avoiding common mistakes and optimizing revenue potential. In this session we will cover:

- Leadership Skills to assure quality image to both your team and your clients.

- Spa Statistics as they impact marketing and sales and multiple revenue generating programs.
- Optimizing Retail Opportunities: This is often the difference between solid profitability and growth vs. stagnation.
- Managing your front desk operations for a great first impression.
- Delivering excellence in service to bolster client loyalty. Create loyalty programs to keep them coming back.
- Your internet positioning to further boost customer loyalty
- Budget Management: Making sure you are managing for success and how to implement operational audits to stay on the track of maximum profitability.

At the end of each session, participants will be able to share with Mr. Hugh Jones their business plans and operational challenges on a one-on-one basis. This is your opportunity to gain the insights from one of the industry's most successful and respected experts.