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Retail like you mean it!

What it really takes to make sales happen in your spa

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How spa retail “magic” happens:



- Tell a captivating story
- Tantalize with visual merchandising
- Integrate home care demos into all treatments
- Teach clients with educational sales tools
- Optimize salesflow: make it easy to buy from you
- Reward your team’s sales effectiveness
- Define their contribution and hold them accountable for it
- **Have your team trained in sales skills!**

Why mass retailers are eating your lunch!



- Is your shopping experience as good as your spa experience?
- Are you serious about selling?
- Where does retail fit into your operations system?
- Mass marketers know consumers LOVE buying spa products!



Is retail really the most profitable sale you make?



- Gross profit is lower than services, but...
- Retail sales are not time-driven
- Retail Profit + Service Profit = Total Profit Opportunity
- Mandatory: not the "cherry on top"!



How easy it is to buy from your spa?



- Is your **facility** set up for optimal salesflow?
- Are your **systems** set up to support sales?
- Is *everyone* the client encounters making it easy to buy from you?
- Mass marketers make buying convenient and irresistible

Spa Design IS Store Design



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- Ever changing displays
- Open merchandising
- Play stations
- Ample space to move
- Clean, tidy, fresh!
- Great lighting
- Impulse shopping
- Fun!

Spa Retail “Design”



- Leftover reception area space--too small!
- Products not displayed in the “sweet spot”
- Cramped--no room to browse
- Inadequate Lighting
- Dusty and depleted
- Entombed products
- Enshrined products

Stay Spa Retail: Designed to Fail?

- Is spa boutique isolated and empty?
- Are retail areas far from service areas?
- Does your grand “entry statement” let guests know this is a place to shop?



Is your Stay Spa retail doomed from the start?



- Is there continuous salesflow, team effort?
- Does everyone assume all guests “just want to relax”?
- How much effort is being made to learn about/evaluate guest needs?
- Is the staff on autopilot, “processing” guests?
- Is undirected and impulse shopping (not recommendation) your primary source of sales?

Making Resort and Hotel Spa Retail Work



- Provide shopping opportunities in service areas
- Use a free gift as “bait” to get them to visit the boutique
- Leisure guests are open, relaxed and receptive
- Put Spa Honor Bars in guest rooms

Bring home care “full circle” in the experience...



- Whenever possible, begin and end a treatment journey in your retail center (“choose a Wynne Elixirs essence for your pedicure”)



Integrating Home Care into the spa experience



- Build browse-time into your check-in time (don't whisk them off without a "preview of coming attractions")
- Give guests a chance to opt out
- New Guest Profile: The Law!
- Pre treatment consult, needs analysis every time



Integrating Home Care into the spa experience



- Treatments are customized, not canned
- Demonstrate and explain formulas, don't just use them
- It's ALL ABOUT THEM, not your products
- Use a Home Care Recommendation Guide, not "Prescription pad"



Create a value-added “checkout experience”



- Separate check-in and check-out functions
- The Ultimate: a Checkout Lounge
- Encourage lingering!
- Use a “closer”

A Great Home Care Recommendation Guide



- Adds value
- Educates
- Is not just a purchase order!
- Test: would they keep it even if they didn't want to buy?

Why Johnny Can't Sell



- Your Sales Force...isn't
- It's all about Social Styles
- Self awareness helps bridge the gap
- Teach them to "style flex"

Retail: an unnatural act for your massage therapists?

- Integrate problem-solving products into all treatments
- Offer an enticing array of accessories *and* consumables
- Show them how to get beyond "The Silent Treatment"



Retail benchmarks



RATIO OF RETAIL TO SERVICE SALES

POSITION	MINIMUM ACCEPTABLE	HIGH PERFORMANCE
Esthetics	50%	66-100%
Massage/Body	5%	10-18%
Nail Care	10%	15-20%

You can't just pay commission.
You have to pay attention!



- Employees want to know what's expected of them
- Then...they want to know where they stand, regularly
- Monthly "5 minute meetings" with their manager keep everyone's eye on the ball

When YOU follow through, THEY follow through.

Retail Commission Out of the Box



DO:

- Provide commission on refill sales
- Pay higher commission on higher-profit products

DON'T:

- Pay commission on refill sales if client isn't a regular of that provider (3 consecutive visits)

Engage and reward the support team



- Close sales and split commissions with service providers
- Pooled “team” commission on gift/impulse sales
- Offer a team bonus for reaching spa sales goals
- Avoid individual incentives for front desk/concierge team (skews priorities)

Good Vendors Make a Difference



- Beyond PK: continuously train spa teams in “generic” sales skills
- Help your spas set up and run Secret Shop programs
- Event support and coordination
- Upgraded Home Care Recommendation tools
- Merchandising support

You're paying her well! What's she doing for you?

It's all about the mix.

- **Q: Branded or private label?**
- **A: Yes!**
 - Name brands are co-branding with top spas...exclusivity *and* name recognition
 - Young "brand snobs" don't embrace unknown lines without a great story. Great spas have great stories...
 - The "Bliss effect": great private brand plus great name brands = loyalty + prestige

What to keep, what to drop, and why



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- Identify the SKU's that drive 80% of your sales...
- Get rid of the rest! Turn it back into cash. The faster, the better (discount it!)
- Spa turn rate target: 5-6 times per year...your top selling lines will turn much faster



Tell your own story! Your clients are listening...



- Begin with your Therapeutic Vision
- Your treatment vision drives your home care (retail) vision
- Retail is a medium for telling your brand story
- Keep the story fresh and evolving—just like mass retailers



**Write your own retail
success story!**

**THANK YOU FOR YOUR
ATTENTION! A copy of this
presentation will be posted on
www.wynnebusiness.com**

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