



wynne|BUSINESS

real world retail: fresh ideas to grow your spa sales

Peggy Wynne Borgman, President

**Wynne Business Consulting
and Preston Wynne Spas**

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

Tell a great story! Your clients will listen...



- Begin with your therapeutic vision
- Your treatment vision drives your home care (retail) vision
- Retail is a medium for telling your brand story

Begin the home care experience in the spa...



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



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”



Event and party retailing



wynne
BUSINESS

- A terrific new channel
- Goodie bags, favors, hostess gifts
- Wedding registry!



How retail “magic” happens:



- Tell a captivating product story
- Tantalize with visual merchandising
- Integrate home care demos into every service
- Teach clients with educational sales tools
- Reward your team’s sales effectiveness
- Define their contribution and hold them accountable for it
- Reward “regular refill” purchases
- **Have your team trained in sales skills!**



**Write your own retail
success story!**

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

Peggy Wynne Borgman

pwb@prestonwynne.com