



Ask the experts

Our beauty industry experts answer all your questions on how to run a profitable salon or spa business

Q *How can I motivate my team to go the extra mile for clients rather than just do the hours for which they are paid?*

A So many spa therapists and receptionists tell me they feel like they are living in the movie *Groundhog Day*, feeling the burden of the routine, doing the same massages like robots, and watching clients come in and out, pretending to care whether or not they come back.



They have lost their connection with their initial calling as care-givers and with the spa's mission statement.

Sadly, so many spa therapists just put in the required labour hours but feel that they start to live their true life as they finish their shift and meet their friends.

Emerson said, "The health of the eye seems to demand a horizon. We are never tired, so

long as we can see far enough." So, in the very unpredictable year that 2012 is going to be, it's important to broaden the skills of your team, to improve their talents. This will boost your clients' experience in terms of a personal, warm customer service as well as treatment delivery.

In an area when generation Y follow people and brands that they "like", why not turn work into play so that they choose to come to the spa to discover new things and meet colleagues that they "like".

Why not also broaden their horizons by letting them see the world outside your walls by organising a sales challenge, whose winner will go to your competitors as a mystery shopper for a half-day package? Or, if you are part of an international group, by letting them win a weekend getaway at one of your sister spas overseas.

They will live the client experience and see

how receptionists and therapists welcome them, orient them and pamper them... or not! Get them to share their experiences with their colleagues to broaden everybody's horizons and infuse a new energy in the team.

Finding ways to be cost-efficient is important, but I urge you, now more than ever, to find ways to wow your own team, so that when they spread their wings it is to unleash their enthusiasm for your spa, rather than take their talents, and some of your clients, to a facility down the road, and your profitability down the drain.

Jean-Guy de Gabriac is chief executive of spa coaching firm Tip Touch, a consultancy that coaches spa managers in marketing, management and communication, as well as designing and producing training tools.

DO YOU HAVE A QUESTION TO PUT TO OUR EXPERTS?

Send your question about absolutely anything to do with running a beauty business to info@professionalbeauty.co.uk