



wynne business
grow. delight. profit.

Live Spa Management Training Topics

Financial Management

- Overcoming your “fear of financials:” how to really use and understand your numbers
- Reading and understanding financial statements
- Understanding the impact of discounts and promotions
- Understanding the legal and accounting issues of gift card sales
- How productive is your spa? Understanding and maximizing utilization
- Compensation design: the key to profitability
- Yield management strategies
- Capture rate and its impact on the stay spa financial plan
- Staying out of trouble: proper accounting practices

Sales and Marketing

- Solidifying your vision and branding
- Marketing trends: the good, the bad, the ugly
 - The dangers of discounting
- The spa website today: what you need to know
 - Creating an effective online presence for your spa
- Social media strategies
- Understanding yield management
 - Customer retention: your best marketing tool
 - The seven-step system for mastering retention and retail
- A formula to instantly boost your sales by 33%
- Spa PR do’s and don’ts for today’s media

Successful Service Programs

- Creating your therapeutic vision
 - Top trends in spa menu design
 - The myth of “one stop shopping” and rise of the niche spa
- Optimizing workflow while ensuring safety and satisfaction
- Crafting treatment protocols
- Managing back bar costs

Retail Management

- Salesflow: how to make it easier to sell more in your spa
- Essentials of visual merchandising and display
- Tools and techniques that support retail sales
- Private label vs. branded products
- Creating a profitable retail mix
- How to increase your inventory turns
- Retail ratios for different service providers

Human Resources

- Basics of creating an “A” team
- Recruitment and interviewing tools and tactics
- US legal guidelines
- Management structure and organizational charts
- Creating effective manuals and handbooks
- Leading team meetings

Leadership & Visioning

- Building a culture of respect and cooperation
- Mastering communication skills
- Why the customer actually comes “second” in a great spa
- Why you’re doing everything yourself and how to stop it
- Coaching, motivation and discipline
- Recruitment: effective strategies for hiring the best employees
- Why you can't motivate your staff and what to do about it

Customer Service and Quality Management

- Moments of Truth: getting the little things right, consistently
- How to take a spa from “transactional” to experiential”
- The three essential ingredients of world class service
- Spa Speak 101: helping your team communicate with quality
- Customer relations, effective complaint resolution and service recovery
- What customers value most: it may surprise you
- How to instill a “quality” mindset in your team

Training and Appraisal

- Budgeting for training
- Training needs analysis
- Creating effective performance benchmarks
- Managing the training calendar
- Win-win appraisal processes