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Treatment Menus that Drive Sales

by Lisa Starr
Wynne Business



Wynne Business provides consulting and education, including live seminars and on-site team trainings, for the spa and salon industry

■ **Lisa M. Starr**

- **30+ years experience in salon & spa industry**
- **Senior Consultant, Wynne Business**
- **Contributing Editor, Dayspa Magazine**
- **Community Ambassador, Booker Software**





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The Role of Your Spa Menu



Thinkstock



- The image displays three book covers from the 'The Spa Menu' series by Phoebe A. Donald. The top cover is titled 'Floral Pampering Treatment' and features a pink background with a floral design. The middle cover is the 'Table of Contents' page, showing a list of chapters and their corresponding page numbers. The bottom cover is the main 'The Spa Menu' book, which has a pink background and a central illustration of a woman's face with a green spa mask and a blue towel on her head. The author's name, Phoebe A. Donald, is visible at the bottom right of this cover.



It Helps Them to Project

- How will I feel when I visit this spa?
- What will be the benefit of spending this time and money?





But Most of All . . .

- It has to convince a prospective client of two things
 - That you can offer them the right treatment at the right price & time
 - That their visit with you will deliver high value





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Creating a Sales-Driven Menu





Principles to Consider



- **Reflect the vision/philosophy of your spa brand**
- **Ensure treatments are desired by your core audience**
- **Coordinate appearance with website**



Physical Presentation Pointers

- Organization of content
- Visual Appeal
- Ease of use
- Keepsake quality



Layout Guidelines

- **Lead clients through - do not list most popular services first!**
- **Organize by genre**

Body Scope

Body Massage		
Swedish Massage - 60 minutes	1 hr	Fig. 300
Swedish Massage - 90 minutes	1 1/2 hrs	Fig. 450
Hot Massage	1 hr	Fig. 350
Deep & Swedish Massage	90 min	Fig. 400
Chair Body Massage	45 min	Fig. 250
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*with head to toe treatment		
Couples Massage (1st & 2nd)	1 1/2 hrs	Fig. 600
Relaxation Massage (1st & 2nd)	90 min	Fig. 350
Pre-natal Massage	1 hr	Fig. 350

Body Services & Treatments

Anti-Puffing		
Coupler and Anti-Puff Body Treat	1 hr	Fig. 400
Anti-Puffing	1 hr	Fig. 350
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Spa Packages

Call for details on all services and prices. Call 800-455-1234



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Swedish Massage -		



Menu Components



- Self-analysis tools
- Removable, updatable price sheet
- Insert or slot for gift card
- Downloadable .pdf from website



8

Body Treatments

AND WELLNESS SERVICES

Type of Body Treatment	Mind-Body Conditions												
	Sun Damage, Brown Spots	Chronic Dryness, Flaking	Sagging Areas, Lack of Tone	Sluggish Metabolism	Water Retention	Retained Toxins	Cellulite	Bulging Areas, Figure Imbalance	Abdominal Bloating	Muscular Tension	Fatigue, Exhaustion	Anxiety, Nervousness	Inability to Concentrate
Classical Treatments													
Tangerine Body Glow	*											*	
Enzyme Body Peel	*	*											*
Foot Treatment	*											*	
Body Renaissance	*	*			*				*	*		*	
Holistic Treatments													
Body Contour Treatment			*		*	*	*	*				*	
Feminine Energy Treatment				*	*			*		*		*	*
Toning Treatment		*					*					*	*
Endermologie		*	*	*	*	*	*	*					
Lymphatic Massage			*	*	*		*	*					
Esoteric Treatments													
Lotus Treatment	*								*	*	*	*	*
Sage Wrap												*	
Wellness													
Nutritional Consultation			*	*	*	*	*	*		*	*	*	*
Deep Relaxation Therapy									*	*	*	*	*
Hypnotherapy									*	*	*	*	*

Self-Analysis Tools



Consumer Response to Quantity of Choice

- More items increase chance of optimal choice (*Wright & Barbour, 1975*)
- Volume of items influences final choice (*Glazer, Kahn & Moore 1991*)
- BUT, too many unacceptable items detract
 - Takes too long to evaluate
 - All choices might be wrong



Choice *continued*

■ Types of options

- Consumer is looking for a moderate level of distinctiveness
- More unique choices add value
- Jam study (*Iyengar & Lepper, 2000*)





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So, How Much Is It?





The Science of Pricing



\$3.99



\$14.95



\$14.95



\$73.00



Anchoring



\$3.99



\$14.95



\$73.00

Pricing Strategies

- Most expensive, first
- Least expensive, last
- Pricing on the rest should vary across price-points





Organizing Menu Items

Skincare Treatments

Personalized Facial	\$ 85.00
The Glow Facial	\$ 90.00
Vitamin C Resurfacing	\$ 95.00
Welcome Facial	\$ 95.00
All Clear Purifying Facial	\$ 95.00
Age-Fighter Facial	\$ 105.00



Order of Services

Option A

Skincare Treatments	
Personalized Facial	\$ 85.00
The Glow Facial	\$ 90.00
Vitamin C Resurfacing	\$ 95.00
Welcome Facial	\$ 95.00
All Clear Purifying Facial	\$ 95.00
Age-Fighter Facial	\$ 105.00

Option B

Skincare Treatments	
Vitamin C Resurfacing	\$110.00
Welcome Facial	\$104.00
All Clear Purifying Facial	\$98.00
The Glow Facial	\$92.00
Age-Fighter Facial	\$88.00
Personalized Facial	\$86.00



Create Add-ons That Drive Sales

Skincare Treatments

Personalized Facial	\$ 85.00
The Glow Facial	\$ 90.00
Vitamin C Resurfacing	\$ 95.00
Welcome Facial	\$ 95.00
All Clear Purifying Facial	\$ 95.00
Age-Fighter Facial	\$ 105.00

Skincare Treatments

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Personalized Facial	\$86.00

Skincare Enhancers

Younger Hands Treatment	\$14.00
RevitalEyez	\$12.00
Antioxidant Mask	\$11.00
Clear Skin Mask	\$9.00
Pucker Power	\$8.00



Sales Menu Action Plan



- **Examine sales for 2014 and Q1 '15**
- **Identify best and worst sellers**
- **Develop strategic plan**
- **Get team input**
- **Evaluate vendors**
- **Keep it simple!**



Treatment Menus that Drive Sales

Thanks for your attention!

Istarr@wynnebusiness.com



Booker.com/blog



[StarrTalk](#)



[Lisa Starr](#)



Nurturing 5 Star Employees

Q & A with Lisa Starr

THANK YOU FOR YOUR ATTENTION!

**A copy of this presentation will be posted on
www.wynnebusiness.com**

lstarr@wynnebusiness.com