

# SPAA

*Our formula for success!*

**Sales Success:** Master the components of successful selling.

**Professionalism:** Understand how to convey your expertise and prescribe the sale.

**Attention:** Learn to listen, read the client and build your professional relationships.

**Action:** Build, develop, grow and close. A body in motion stays in motion.

*“Our training with Melinda Minton was priceless. Our sales increased by over 320% the first week!”*

*Sarah, Spa Director*



## **Group Training**

There is nothing like our program offered in the spa industry. We take your team at whatever level it is at and create mastery of sales skills with guaranteed results. We don't teach old school sales behaviors for universal use; instead, we teach easy to understand and implement laws of spa sales that will work for your team. This type of training is best experienced in house with individual and group online coaching as a follow up.

## **Spa Director Training**

Spa Directors are usually tied to the facility's growth, retention, revenue and/or sales. Training for the leader of the spa, region or district is advanced, intensive, real world focused and results driven. Covering retail and service sales, the spa director learns how to motivate, teach and coach spa team members and keep that momentum going. Business acumen as it pertains to the facility and personal growth elements are included. Forecasting, benchmarking, employing metrics for measuring progress are also featured. This course can be online or virtual.

## **Online Modules**

Whether your team is only working online or is supplementing an in-house training our online modules create a reaffirming backdrop for the skill sets that are necessary to create an atmosphere of sales success and consistent behavior. Our online modules can be ordered a la carte and speak to the most pressing issues among spa staff challenges today.

## **One on One (Virtual Partner) Coaching**

These telephone-based consulting sessions provide an immediate solution for any situation. Whether you are opening a spa, expanding, concerned with stagnation or experiencing a crisis, phone consulting can be an immediate life saver for a relatively small investment. In the two 30-minute sessions per month, we can help you set goals, review progress and tackle issues and challenges before they become monsters.



### **Included in Most Programs**

- **Assessment:** Not all staff members are alike; of course, prior to training we evaluate your team using our Sales Professional Assessment. This process helps us learn who can sell, who will sell, how much they can improve, which areas need focus, and what training and development programs will help your team to work together most efficiently. This personalized approach helps each team member to have a good feel for how they can best contribute, work with their peers and increase their personal ability to sell. Our results focused approach allows your organization to address the areas that will make the biggest difference for each team member as well as the accomplishments of the group.
- **Action Plans:** Sales success requires action. You can give your sales team all the skills in the world, but if they don't put them to use, they will not improve their results. Early on, we help your team build goals and an action plan that will drive individuals' success.
- **Benchmarking:** Establishing realistic goals that mimic sales quotas of those at the top of their game within the industry. Goal setting when realistic and matched with training can be a positive force driving the entire organization towards success. All training compares participants' progress to similar demographically placed facilities.
- **Success Measurements:** When we begin working with you, we'll collaborate to define success measures for your company. From there, we'll set up systems to track progress improvement over time.

Many sales training programs are ineffective because they're boring, not applicable, and focus too much on lecturing versus practicing and interaction. We deliver effective training based on the way adults learn and focused on real behavior change and developing skills that stick.

# SALES

## Our Most Popular Sales Programs

Our core selling program is highly interactive and customized based on your SPAA Assessment results and goals for sales success. The components of our sales training programs include:



- **Custom Role Plays:** We include numerous role play exercises and custom case studies allowing your team to practice new skills in real world scenarios while getting immediate feedback.
- **Selling Simulation:** Your team will immediately apply their learning in a multi-round sales simulation. In a friendly competition with others in the training, they'll compete to win the most sales using the strategies and tactics learned in the classroom.
- **Buyer Personas:** Many sales training programs focus on how to sell, but not how buyers buy. For sales success you must be able to understand your buyers' preferences and styles for how they like to make purchase decisions and match your selling process to it. Your team will be introduced to primary spa-goer profiles to help them understand how different buyers buy and how to identify and succeed with 8 distinctive buyer personas.
- **Relationship Selling:** In the spa your relationship with the client is so important. The spa is an environment of intimate proximity where the client is trusting in the spa staff's expertise and unique knowledge of their health goals and condition. Learn how to respect those sacred boundaries while intelligently and accurately serving the client in a way that will make them feel properly attended to.

# “Wow...what a class!”

Affordable, fun, packed with tools that you can use right now...

Amelia, Spa Director



- **Pre-booking and maintaining a treatment plan:** Making the initial sale is just the beginning. Prescriptive selling requires a wellness vision for the client that involves future treatment and a consistent home care plan. Learn the important steps of diagnosing the client’s need and following through with education, application and prescription.
- **Recruiting Referrals:** Learn how to receive referrals that stick from your best clients and then grow referrals from them. What’s more...create the retail referral.
- **Phone Finesse:** How to make your messages work and make your phone conversations work for you in a span of just minutes.
- **Metrics for Success:** Doing the math on profitability and progress.
- **Action Plans:** Before the initial sales training is over each team member will create personalized action plans to assist them with sales mastery both in future sales and in refining their sales skills in future training segments.



## Reinforcement of Sales Training

For training to have lasting impact, it needs to be practiced and reinforced over time. After your team takes our primary sales seminar they will participate in reinforcement, additional skills training, and coaching designed to help your team take the new skills and put them into practice successfully.

While every reinforcement program is customized based on your needs, they often include a mix of the following:

- **Ongoing live workshops:** A two- to three-day training event is a great first start, but it's only a piece of the puzzle. With ongoing workshops we dig deep into specific topics, practice real situations, teach advanced strategies, and reinforce previous learning. We have a robust catalog of sales training programs- covering everything from prospecting to negotiation, to account development - that we customize and deliver live in person or online (via webinars and teleseminars).
- **Coaching:** Having an expert by your side can be the most significant factor in your sales success. Through individual and group coaching, your team regularly meets with coaches to stick to action plans, discuss specific sales situations, and phone skills. Learn more about self-coaching and coaching those you work with.
- **Online Modules:** You need your salespeople to have access to training in real-time. Online modules are designed to give the lessons and support needed to develop skills and inspire action. Plus they'll have access to the interactive forums where they can ask questions, get feedback, and get the benefits of a peer-learning community. Learn more about online sales training.
- **Webinars:** We'll work with you to deliver webinars that focus on your salespeople's specific selling needs and challenges. Customized live webinars are a critical component of any ongoing sales training system.
- **Email Reinforcement:** After training, your team will receive regular emails with specific sales tips and actions they can take to improve their results, along with email-based sales scenarios for interactive and in-depth experiences.
- **Success Measurements:** Remember those success measurements we set up in pre-work? Now we track progress, see how it goes, and report results to senior management.
- **Positive Behavior:** All of our sales programs are filled with ways that participants can embrace their life goals, find joy, live more and accomplish more.