





The signs of distress typically show up 12 months prior to shut down. One of the early stage difficulties is demonstrated in a lack of re-booking. Other subsequent signs are lack of inventory, past due bills and payroll. If preventative actions are taken immediately, most spas can recover. Time will be of the essence in solving the issues and removing the obstacles and properly recouping the investment.

In pursuit of finding the proper solution and implementing business-saving strategies one must research all the crucial pieces of their business. Understand the true state of their position and identify the root of the problem. Be prepared to face the findings and repair the weaknesses, revisit poor decisions, discard bad habits and correct extrinsic factors.

One quick fix that many have employed is offering deep discounts of the services they offer. This may help in the short term but in the long term the issues are still unresolved and standing.

**UNIQUE SELLING PROPOSITION**

Every successful business serves a niche in their area. It is best to scope out spas within a 10-mile radius and familiarize yourself with treatments, products and purported results. The beauty industry is highly competitive, and to stand out and be successful you must elevate your services from the rest.

**SWOT**

When preparing your business plan, care must be taken to assess your strengths, weaknesses, opportunities

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 ”

and threats (SWOT). Strengths outline what you feel most comfortable with, such as customer service or a special treatment technique. High employee turnover or a poor location can be viewed as weaknesses. Opportunities can include local demographics, affordable rates or offering a highly sought-after ingredient. Threats could be a strong competitor or insufficiently trained or disrespectful employees.

**INSIDE JOB**

Competition is the spice of business and will keep you truthful to yourself and your client. Be realistic about who your rivals are and do your research. Get to know their operations and their menu. How does your spa compare in terms of service, skills, location, marketing, price, loyalty and staying ahead of trends? You may want to network with local estheticians and find ways to help each other grow by building a referral program for your clients to receive the best treatment to meet their needs. This will help you change the culture of predatory pricing. Take the good, the bad and the ugly without too much emotion and seek ways to improve.

**SEGMENTATION**

To reach your target audience, you must first know who they are and what they like via a process called segmentation. Segmentation is a marketing strategy that divides a broad market into subsets of people with shared needs and interests. The objective is to design a marketing mix that precisely matches the expectations of customers in the targeted segment. Be fully aware of how to segment your target audience. Be realistic and don't assume that all people from all walks of life will purchase your product or service simply because it is being offered.

Pricing, customer care, segmentation and inventory management collectively aid in the return of your investment. For optimal marketing, target and segment your viewers and don't try to appeal to everyone, as you may be

disappointed to find out that nobody is satisfied. Reviews and geographic locations add authority to your advertising and further segment traffic.

**RETAIL**

Retail is the lifeblood of spas. Rather than relying solely on income from treatments, spas can generate 60 to 80 percent revenue by offering the right products. The question is whether your business is maximizing its selling power. Procedures should be solidified to ensure ease of purchasing. Concentrate on your client's first impression as it should be welcoming, and the consultation process must be thorough and positive. Product recommendations should be well within the client's budget. It is beneficial to finalize sales in a timely manner and follow through with a post-sale call or email.





# TAMA RESEARCH

## THE REAL TRANSFORMATION™

-  Lightweight
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-  Wireless
-  Customized Profiles
-  Guided Treatments
-  Tracked Results

**CUSTOMER SERVICE**

Spas are wellness sanctuaries for many clients. Therapists are healers and their approach with their client shapes the entire reputation of a business. Training the staff to value the client with respect and carry your vision through daily chores sets the right tone for your business.

**QUALITY CONTROL**

Quality control is essential to any successful business, as it can be used as a communication tool by administration and employees to maintain high standards. Every business, despite the size of its operation, should have a set of policies, procedures and a systems manual. Policies should be reasonable and enforceable. For example, if staff is required to wear a uniform, a detailed expectation for a cohesive esthetic as well as consequences for noncompliance must be prepared and distributed. Keep in mind that key

performance indicators (KPIs) should be measurable and consistent.

**SUPPORT**

Support your staff by offering ongoing training, as profit building is a continuous process and must be taken seriously. Teams should be supported via rewards and given all the necessary tools to be successful. Some companies hold training retreats, while others have guest speakers come in to boost morale. Provide your staff an outlet (marketing falls under this category) to showcase their education advancements and skills. This shows your appreciation of their growth and accomplishments.

**PLAN**

Before your spa took shape, a business plan was used as a blueprint that attracted your investors and set guidelines. A common mistake is that most owners and investors do not return to the document after the initial phase is completed. Your

business plan should be a living document; and it should be modified as you grow. It is relevant at all stages of the entrepreneurial endeavor, particularly with financials. It can maintain and guide you through new directions, technologies, products, an avenue for business growth, methods, procedures for operation and management infrastructure.

Set your goals, assert your inner peace and implement preventative measures to reduce conflict and maintain a healthy environment for your business to grow. ■



Bell's Palsy After 12 Treatments



Crow's Feet After 3 Treatments



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