



# “TOP PERFORMING SPA AND SALON” ONLINE TRAINING SERIES

Three on-line, on demand trainings for spa and salon managers, therapists and receptionists

Every day we miss opportunities that are in front of us. That comment that wasn't followed up on, the body language cue that wasn't picked up, the question that could have been asked but wasn't. In the spa and salon world, this translates to a regular failure to maximise revenues. Treatment and product training alone are not enough to give the return owners demand on costly investment in premises and technology. All too often, clients have a wonderful spa or salon experience, but the opportunity to upsell or create a repeat client is missed because the spa and salon team, managers, therapists and receptionists alike, are missing the required inter-personal communication skills.

**The Evolution-U Spa Academy “Top Performing Spa and Salon Series” is the first corporate level on-line, on-demand business psychology training to be developed for the global spa and salon industry.**

Developed by Neil Orvay, an ex-Investment Banker, founder of the multi award-winning Sense of Touch spa salon chain in Hong Kong, 20 year veteran of the spa industry, and a leading global trainer in the fields of communication, persuasion and negotiation, the Evolution-U Spa Academy “Top Performing Spa and Salon Series” is the first corporate level business psychology training to be developed for the spa and salon industry, based on the successes (and failures) of a real spa salon chain, with a 20 year track record.

## COURSE DURATIONS

Spa and Salon Managers: Running a Top Performing Spa or Salon Team:	3 hours (12 topics + exercises*)
Spa and Salon Therapists: How to be a Top Earning Spa or Salon Therapist:	2 hours (10 topics)
Spa and Salon Receptionists: How to run a Standout Spa or Salon Reception:	2 hours 30 minutes (12 topics)

All courses are fully on-line and on demand, so participants can complete their training over a 10-14 day period of one 15 minute session per day. Each topic is supplemented by top tips and/or an article which expands on the information given in the video.

\*Each of the 12 topics comes with bespoke exercises and/or role plays for the spa or salon manager to run with their team over the months following training. This process is critical to ensuring the skills taught during the training are adopted by participants.



**TRAINER  
NEIL ORVAY**

With over 30 years experience in Investment Banking and as an entrepreneur, Neil Orvay founded Evolution-U in 2009 and has worked with leading financial and multi-national clients for over a decade on communication, influence, sales and negotiation-based projects and strategies. In 2002, Neil founded Sense of Touch, a day spa in Hong Kong. After 20 years Sense of Touch now has three prime locations and has won over 100 local, regional and international awards for its services.

Neil holds a degree in Accountancy and Financial Analysis from the London School of Economics, and an Executive Masters in International Negotiation and Policy Making from the Graduate Institute in Geneva. Neil is also a trainer of Neuro Linguistic Programming, Time Line Therapy, a certified ICF coach, and a regular speaker and panelist on the global spa and salon circuit.

## ABOUT EVOLUTION U

Since 2009, Evolution-U has developed and delivered proprietary soft skills training content globally to over 10,000 corporate clients and senior executives from sectors including banking and finance, insurance, consulting, legal, government, luxury, retail, spa and wellness. Core competencies include Communication, Persuasion, Sales, Negotiation, Personal Empowerment, Leadership, Coaching and Diversity & Inclusion. Approximately 30 unique Evolution-U certified courses are available within these 8 business suites. Through its core team of consultants based in Hong Kong, Dubai and Bangkok, Evolution-U brings over 100 years of combined business and training experience to its clients.

# COURSE CONTENT

## RUNNING A TOP PERFORMING SPA OR SALON TEAM

ONLINE TRAINING FOR SPA AND SALON MANAGERS

This is a "How to" course for Spa and Salon Managers consisting of 12 topics spread across 3 modules and covering all the key areas learnt by the therapist and reception teams. Spa and Salon Managers receive all the post-course resources needed to make sure that team members are using the key skills and techniques taught to deliver top performing spa results!



**MODULE 1** BUILDING AN EFFECTIVE SPA AND SALON TEAM

TOPIC 1. Setting First Impressions (R,T)  
TOPIC 2. Booking Procedures and Handling Enquiries (R)  
TOPIC 3. Greeting Guests for a Service (T)  
TOPIC 4. Telephone Communications (R)

**MODULE 2** DRIVING SPA AND SALON REVENUES

TOPIC 5. Using Consultation Forms to drive recommendations (T)  
TOPIC 6. Up-Selling Packages & Upgrading Services (R,T)  
TOPIC 7. Pre & Post-treatment in-spa Client Communications (T)  
TOPIC 8. Hitting your Retail Sales Numbers! (R,T)

**MODULE 3** REPRESENTING THE BRAND

TOPIC 9. Customer Retention & Building a request client base (R,T)  
TOPIC 10. Making Lasting Impressions (T)  
TOPIC 11. Spa Tours and Customer Flow (R)  
TOPIC 12. Handling Complaints (R,T)

(R) Module for Receptionists, (T) Module for Therapists, (R,T) Module for both Receptionists and Therapists

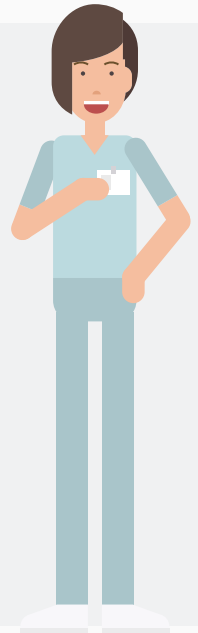
### FOLLOW UP EXERCISES & ROLE PLAYS

Exercise and/or role play materials for each topic will be provided for spa and salon managers to review and train their team in the skills taught. Exercise and role play take from 5–15 minutes to complete and are designed to be run as part of a team meeting or as stand-alone spa and salon manager led trainings. Sufficient material is included to cover 3 months of post-course review.

## HOW TO BE A TOP EARNING SPA OR SALON THERAPIST

ONLINE TRAINING FOR SPA AND SALON THERAPISTS

Spa and Salon therapist training traditionally focuses on treatment and product training. While these are essential, they miss the critical inter-personal skills that make the top therapists the top producers. Many highly capable, often introverted, therapists never realise their potential because they have never been taught how to communicate with clients, who often come from different cultural or socio-economic backgrounds. This results in reduced sales for the spa or salon and lower commission for the therapist. The good news is that this can be fixed with two hours of online training and group practise run by the spa and salon manager.



**MODULE 1** ESSENTIAL SKILLS FOR SPA AND SALON THERAPISTS

TOPIC 1. Setting First Impressions  
TOPIC 2. Greeting Guests for a Service  
TOPIC 3. Pre-treatment in-spa Client Communications

**MODULE 2** HOW TO BE A TOP REVENUE EARNER

TOPIC 4. How to use Consultation Forms to drive recommendations  
TOPIC 5. Up-Selling Packages & Upgrading Services  
TOPIC 6. Post-treatment in-spa Client Communications  
TOPIC 7. Hitting your Retail Sales Numbers!

**MODULE 3** ADVANCED THERAPIST SKILLS

TOPIC 8. Customer Retention & Building a request client base  
TOPIC 9. Making Lasting Impressions  
TOPIC 10. Handling Complaints

## HOW TO RUN A STANDOUT SPA OR SALON RECEPTION

ONLINE TRAINING FOR SPA AND SALON RECEPTIONISTS

Spa and Salon reception is often overlooked when training resources are allocated, which is why this module may be the most impactful of all. We estimate that a poorly run spa or salon reception, even in a 5\* hotel or resort spa, can leak up to 20% of revenue. This training is designed to plug those leaks and make reception the key revenue generator and facilitator of great team dynamics that it should be but so often is not!

**MODULE 1** THE BASICS OF SPA AND SALON RECEPTION EXCELLENCE

TOPIC 1. Setting First Impressions  
TOPIC 2. Booking Procedures and Efficiencies  
TOPIC 3. Handling Enquiries & ensuring Guest Satisfaction  
TOPIC 4. Telephone Communications

**MODULE 2** DRIVING REVENUES THROUGH SPA AND SALON RECEPTION

TOPIC 5. Up-Selling Packages & Upgrading Services  
TOPIC 6. Electronic Communications  
TOPIC 7. Advanced Bookings Management  
TOPIC 8. Hitting your Retail Sales Numbers!

**MODULE 3** REPRESENTING THE BRAND

TOPIC 9. Customer Retention  
TOPIC 10. Spa Tours and Customer Flow  
TOPIC 11. Build Brand Awareness  
TOPIC 12. Handling Complaints

