

# RUNNING A *Top Performing*

SPA OR SALON TEAM  
ONLINE TRAINING SERIES



The world's first  
corporate level on-line,  
on demand business  
psychology-based  
training for spa  
and salon managers



*"The Evolution- U Spa Academy offers a unique spa and salon training solution based on 20 years of operational experience from one of Asia's most awarded spa salon chains, combined with world leading business psychology content used by Fortune 500 companies"*

**Is your spa or salon maximising its revenue potential?**

**Are you building a repeat client base and a stable therapist team?**

**Are you using social media and instant messaging to support your business growth?**

The answer to these questions should be "Yes!"

How many clients visit your spa or salon only once? For most of us, the answer is "too many". From the first communication with the client whether by phone, digitally or walk-in, until when the client leaves your spa or salon after a great treatment, your client journey needs to be managed. The spa and salon team must work together to support each other in the goal of delivering a wonderful treatment experience, and ultimately winning repeat business.

The Evolution-U Spa Academy "Running a Top Performing Spa and Salon Team" training answers these and many more questions needed to drive spa or salon revenues, build a stable clientele and spa and salon team, and achieve the end goal of profitable business longevity.



# Trainer NEIL ORVAY



Ex-Investment Banker and entrepreneur of 30 years

## sense of touch

Founded multi-award winning day spa salon chain Sense of Touch in 2002



Has trained over 10,000 executives globally in business psychology

Regular panelist and speaker on the global spa salon circuit



## What do I get



12 tutorial videos packed full of great information and tips on how to run a profitable and efficient spa and salon!



All the articles and "top tips" received by your therapist and reception teams so you can review what they learnt.



Approx. 3 month's worth of group exercises and role plays for you to run with your team to make sure the skills and best practises are retained and used!



An Evolution-U Spa Academy Certificate of Completion!

## About EVOLUTION U

Founded in 2009 to develop and deliver high level proprietary soft skills training content

Client base of leading financial institutions and multi-nationals from sectors including insurance, consulting, legal, government, luxury, retail, spa salon and wellness.

Core competencies include Communication, Persuasion, Sales, Negotiation, Personal Empowerment, Leadership, Coaching and Diversity & Inclusion.

## Course Duration

**3 hours (12 topics + exercises\*)**

All courses are fully on-line and on demand, so you can complete their training over a 12-14 day period of approximately one 15 minute session per day!

\* Each of the 12 topics comes with bespoke exercises and/or role plays for the spa and 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.



# Course Content

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 or salon 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 Receptionists and Therapist

## 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.

## What our clients have said...

Pre-treatment communication, setting first impressions, getting to know your clients were the top 3 takeaways that will make a difference for me.

MARILYN  
Assistant Spa Manager

It was informative and includes useful reminders and pointers for daily tasks at front desk.

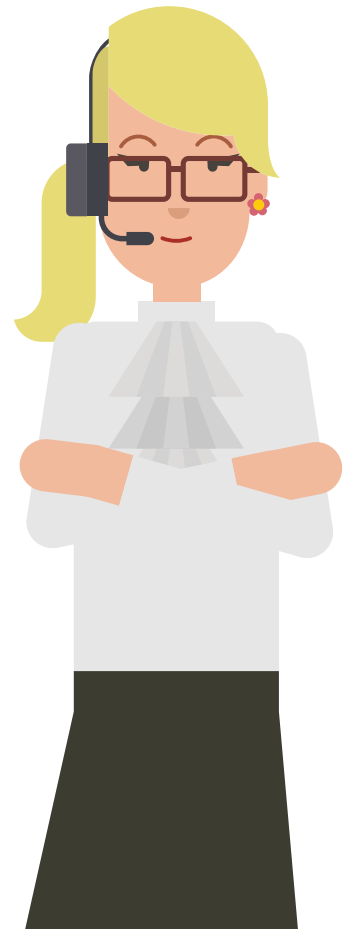
KRISTINE  
Spa Manager

Very helpful and knowledgeable, the format is perfect.

RAE  
Spa Manager

Upselling techniques, politeness and how to deliver a message to the clients concern, and yield management skills – my top 3 takeaways from this training!

ROSE  
Spa Manager



**EVOLUTION U**  
spa academy

For over 200 testimonials covering Evolution-U's training content, please visit [www.linkedin.com/in/neilorvay](http://www.linkedin.com/in/neilorvay)