

HOW TO RUN A *Standout* SPA RECEPTION

ONLINE TRAINING SERIES

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



Is your spa reception driving revenues, promoting teamwork, and building repeat client business?

The answer to all three should be "Yes!"

Getting spa reception right is critical. The first and last client communication is with spa reception. **Is your reception doing its part to maintain good client relationships and representing the spa brand?**

Personal dynamics between therapists and team dynamics between therapist and reception teams are impacted by how the reception operates. **Is your reception supporting your therapists to build a repeat clientele base and driving revenues by upselling and cross-selling?**

Are complaints handled effectively and professionally?

Is your social media strategy supported from the front line?

The Evolution-U Spa Academy "How to run a standout Spa Reception" training answers these and many more questions needed to run a profitable, effective and team focused spa reception which will drive spa revenues and business longevity.

"The Evolution-U Spa Academy offers a unique spa training solution based on 19 years of operational experience from one of Asia's most awarded spa chains, combined with world leading business psychology content used by Fortune 500 companies."



Trainer NEIL ORVAY



Ex-Investment Banker and entrepreneur of 30 years

sense of touch

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



Has trained over 5,000 executives globally in business psychology

Regular panelist and speaker on the global spa circuit



What do I get



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



Knowledge Reviews to make sure the key points have been understood.



Beautifully designed articles and "Top Tips" to help review and remember the key points



An Evolution-U Spa Academy Certificate of Completion!



Lots of group exercises and role plays*

*if your spa manager also takes the Evolution-U Spa Academy "Running a Top Performing Spa Team" training.

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 and wellness.

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

Course Duration

2½ hours (12 topics)

All courses are fully on-line and on demand, so you can complete their training over an 10-12-day period of approximately one 15-minute session per day!



Course Content

Spa reception skills training is overlooked, with most of the training budget being used on treatment and product training. We estimate however, that a poorly run spa reception can leak up to 20% of revenue. This training is designed to plug those leaks and make reception not only a key revenue generator, but also a facilitator of great team dynamics!

MODULE

1

THE BASICS OF SPA 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 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

What our clients have said...

The training helps build confidence to face walk-in clients or incoming calls, additional techniques for handling bookings, upgrading the standard of service and especially on Social Media.

ROSSANA
Spa Receptionist

Excellent ways to create connections between the reception and the clients.

KIM
Spa Receptionist

This training helped a lot and reminds us what is missing and how to improve our knowledge. Especially important nowadays with social media being the most convenient way to reach clients and level up the playing field.

ROSSANA
Spa Receptionist

The techniques taught for booking potential clients (smart bookings) and spa branding are really useful.

KIM
Spa Receptionist

