

**INCREASING YOUR RETAIL  
SELLING:**

**AN ONLINE TRAINING CLASS FOR  
SPA MANAGERS**



**MANAGERS GUIDE**

## Welcome-

Thank you for joining me in this exciting learning experience, *Increasing Your Retail Selling: An Online Training Class for Spa Managers*. I intend to meet your expectations in every way possible.

As you guide your team through each module, know that I am here to support you. As a student you will also be able to participate in a LIVE Skype Call each week with me. You will be able to ask questions and get additional guidance. This is also a great opportunity for you to interact with other spa professionals from our global community.

Behavioral studies have proven what 20-years of experience has taught me; that most spa therapists are introverts.

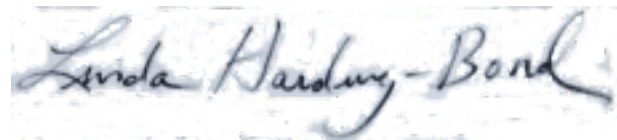
I designed this course with introverts in mind. But you'll see that the training is as effective for extroverts as well! Each module enables you to deliver continuous support and encouragement to your team.

As you watch each video module, you will find a corresponding module in the course Training Guide. It is highly recommended that you familiarize yourself with each module by reading through the entire Training Guide first. You should then login to the website at [MoontideConsulting.com](http://MoontideConsulting.com) with the USERNAME and PASSWORD you received in the Welcome e-mail. Once you're logged in you can watch the videos on your computer.

Since each training session conducted with your team is designed to take no longer than 2-hours, it is possible to complete up to three modules in the course of one day. You may even decide to have an assistant work with you in delivering the training to your staff.

If you find that you have questions after reviewing the entire package feel free to contact me by e-mail: [linda@moontideconsulting.com](mailto:linda@moontideconsulting.com).

Teach Well,

A handwritten signature in cursive script that reads "Linda Harding-Bond". The signature is written in dark ink on a light-colored background.

Linda Harding-Bond  
President, Moontide Consulting  
[www.MoontideConsulting.com](http://www.MoontideConsulting.com)

# **Increasing Your Retail Selling: An Online Training Class for Spa Managers**

## **Course Contents**

### **❖ Managers Guide**

- **Welcome Letter from Linda Harding-Bond**
- **Therapist Assessment Form**
- **5 Customizable Role-Play Scenarios**
- **5 Bonus Role-Play Scenarios Managers Tips**
- **Team Building Exercises Resource List**

### **❖ Training Guide**

- **Instructions for Each of the 7-Course Modules**

### **❖ (7) Video-Lesson Course Modules (.mp4 files)**

**Must login with your USERNAME and PASSWORD**

### **❖ (2) **Bonus** Video-Lesson Course Modules (.mp4 files)**

**Must login with your USERNAME and PASSWORD**

### **❖ Exclusive Access to LIVE Weekly Group Skype Call**

**Add Linda Harding-Bond, Skype ID is “moontide0001”**

### **❖ Discounts on Moontide Consulting Services including training, coaching and consulting.**

### **❖ Priority email response: [linda@moontideconsulting.com](mailto:linda@moontideconsulting.com)**

## Course Modules

<b>Module:</b>	<b>Training Guide and Power Point</b>
<b>1.</b>	<b>Identifying What is Getting in the Way of Selling</b>
<b>2.</b>	<b>Product Presentation - Setting the Baseline</b>
<b>3.</b>	<b>In-House Retail Selection - Preparation</b>
<b>4.</b>	<b>In-House Retail Selection - Presentation 1</b>
<b>5.</b>	<b>In-House Retail Selection - Presentation 2</b>
<b>6.</b>	<b>Retail Selection 1st Role-Play Presentation</b>
<b>7.</b>	<b>The Big Reveal Product Presentation</b>
<b>8(A)</b>	<b>Bonus Module 1 - Engagement</b>
<b>8(B)</b>	<b>Bonus Module 2 - Close a Product Sale</b>

**INCREASING YOUR RETAIL SELLING**  
**THERAPIST ASSESSMENT FORM**

NAME \_\_\_\_\_

MODULE # \_\_\_\_\_

<b>Presentation Skills</b>								
<b>Body Language</b>	3	4	5	6	7	8	9	10
<b>Confidence</b>								
<b>Engagement With topic</b>								
<b>Product Knowledge</b>								
<b>Voice Volume</b>								
<b>Facial Expression</b>								
<b>Q &amp; A</b>								

## Role Play Characterizations

<b>1.</b>	Your Guest is a spa lover and has had treatments all over the world. He has booked a facial & massage for today. He is a master hair stylist with slightly clogged dry skin on his face and very dry skin on his body.
<b>2.</b>	Your Guest is an actor filming a movie close by. He informs you that his skin always feels dirty from makeup; it is very oily, congested and irritated. He says that he's clueless about skin and body care.
<b>3.</b>	Your Guest is of German descent and the owner of a popular spa in New York City. Her skin looks perfect from a distance but it seems to be extremely red. She has stopped by the spa to see what she can do now for her skin.
<b>4.</b>	Your Guest is a party girl and stays out late every night. She is open to any products if they're effective.
<b>5.</b>	Your Guest is an African American, 48-year-old chairman of a multi-national company. He sails his yacht in his spare time and tells you that his body feels dry, and irritated. He says he has no concerns about his facial skin but you notice that it looks dry too.

**NOTE:** As your therapists work through the role-plays have them think of possible customer objections and responses.

### Role-Play Characterizations Managers Tips

1.	Therapist should recommend unique products for this customer. Treatments should be upgraded to address specific problems. Any unique hair treatments or products should be mentioned.  <b>NOTES:</b>
2.	Therapist should recommend treatments 2X per week for duration of filming. A complete facial product regimen for sensitive skin should be recommended.  <b>NOTES:</b>
3.	Therapist should discover if redness is genetic or situational. Recommend products or treatments accordingly.  <b>NOTES:</b>
4.	Therapist should suggest a regimen for stressed skin and a series of soothing spa treatments including foot treatments (high heels).  <b>NOTES:</b>
5.	Therapist should recommend a full complement of face & body treatments for re-hydration including a scrub. Product must-haves are a sunblock for face and body which is mandatory for all skin tones.  <b>NOTES:</b>

## Resources for Team Building Exercises

<b>Zip Zap Zop</b>  <b>10 minutes</b>	<a href="http://www.bbbpress.com/2013/01/zip-zap-zop/">http://www.bbbpress.com/2013/01/zip-zap-zop/</a>  <a href="https://youtu.be/t-7jmkiSKUk">https://youtu.be/t-7jmkiSKUk</a>
<b>Icebreakers by Chelsea &amp; Casey</b>	<a href="https://youtu.be/XsIuwY8a588">https://youtu.be/XsIuwY8a588</a>
<b>Blindfold Drawing</b>  <b>15 minutes</b>	This game requires ½ the amount of blindfolds as attendees. Create teams of 2. The leader draws a complex shape using straight lines and circles. They must communicate this shape to a drawer who is wearing a blindfold and get them to recreate the shape exactly. The drawer cannot talk.
<b>Make a Team With. Exercise 3</b> <b>15 minutes</b>	<a href="http://www.mindtools.com/pages/article/team-building-communication.htm">www.mindtools.com/pages/article/team-building-communication.htm</a>
<b>Two Truths and a Lie</b> <b>15 Minutes</b>	<a href="https://youtu.be/GFE5zgSjGmI?list=PL76D66CD5E0F94188">https://youtu.be/GFE5zgSjGmI?list=PL76D66CD5E0F94188</a>



## **Resources for Spa Information and Education**

**[www.MoontideConsulting.com](http://www.MoontideConsulting.com)**

**[www.HuffingtonPost/LindaHarding-Bond](http://www.HuffingtonPost/LindaHarding-Bond)**

**[30 Days of Spa Tips](#) Moontide YouTube Channel**

**[LinkedIn Pulse](#)**

**[www.EthnicSkinAficionado.com](http://www.EthnicSkinAficionado.com)**

**[@GlobalSpaChat](#) - Twitter**