

## Are You Letting Money Walk Out The Door?

Being in the spa business is all about pampering and servicing people. Making them feel special, making them feel good, giving them a wonderful client experience. So why stop once they step out of the treatment room?

Many spas I go to give me wonderful treatments but then never do any follow-up. For example, the last facial I had was the best I had ever experienced. I told the esthetician that and sincerely meant it. She smiled, said thank you, took my credit card and let me go on my way. No follow up of any kind.

She had a perfect opportunity to turn me into a raving fan and build her business at the same time. How?

1. Ask me to provide a testimonial right there in the spa. Hand me a card to write down my comments immediately. Then post them to the spa website and have them in a book in the waiting room for other clients to read. Word of mouth marketing is the most powerful marketing you can get. It doesn't cost you a thing and it has incredible credibility.
2. Hand me some discount offers/coupons that I can give to my friends to try out the spa services. Guaranteed I will rave about the spa when handing them out and I get to be generous to my friends!
3. Collect my email and phone information. True - today's customer is more careful about spending their money but they also love to feel valued and important. That is what builds customer loyalty. She should have called me 2 to 3 days later to see how my skin was doing, thank me for coming in, and encourage me to book my next facial by offering a discount for doing it right then.
4. Touch base with me on a regular basis. Send me special offers by email – people are looking for value right now. Call me every season and let me know what new product or treatment is hot.

Look for ways to build relationships with your clients – connect with them and make them feel special and you will see the benefits to your bottom line. Stand out from your competition - just don't let them just walk out the door.

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