

2013

Global
Spa Retail
FORUM

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Global Spa & Wellness Summit

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Global Spa Retail Forum

Breakout Discussion Forums: Global Spa Retail
Monday, October 7, 2013
Yamuna/Narmada, The Trident

Facilitator:

Jeff Matthews, President of Steiner Spa Consulting and Mandara Spa, Steiner Leisure, Hong Kong

Panelists:

Kerstin Florian, President, Kerstin Florian, U.S

Kathryn Moore, Director of Operations, MSpa International Limited, Thailand

Joaquin Serra, Senior Executive Vice President – International S.A., Natura Bissé, Spain

- A spa operator must be involved early in the design process to get retail space right. Architect/owners usually try to fit as many treatment rooms in as possible and they aren't designing good retail spaces or thinking about retail. It's an afterthought and sometimes the spa design works against good retail sales; for example, shelves are too high or sales area is in a location that customers don't pass when finished with their treatment.
- Perception of museum is what happens when retail is behind glass. Come up with a concept for an interactive experience in the retail area and build for it.
- Consider adding a sink where people can buy a soap so they can wash their hands and try product.
- In a hotel, it's important for the spa to get the hotel manager, the restaurant, the gift shop—all the departments—to know where the spa is, what is being sold, what lines are being carried. Everyone needs to know.
- It's all about education and experience for the therapist, not the spa manager. Have product representatives take the therapist out to lunch. Get

them to really try the product company and they may be more happy to sell the product.

- Start thinking about cross selling – don't just sell what was used in the treatment. If you are offering a pedicure, you can also sell them something for their face.
- It's generally accepted by some that Asians aren't confrontational. Training, training, training will help Asians improve sales.
- Don't ask the treatment people to know something about twenty products. Instead have them know six products really well: for example, two low-, two mid-, two high-priced products.
- Teach the therapist to start selling at the beginning of the treatment. The customer then is aware of the product and might be more inclined to buy. If you just bring it up at the end, people may just be sleepy.
- When you hire a therapist, make it clear that one of the things they are expected to do is sell. Set that up in the interview process so they know what will be expected of them if they are hired, since selling is part of the job.
- Have the therapist evaluated at the end of the year and consider retail sales figures as part of the evaluation process.
- One challenge with selling on the Internet is that people shop for low prices.
- Another problem is that the price of a product can be different depending on the country and its tax and import duties.
- Giving complicated names to products makes it harder for customer to remember the product.
- Some people don't want to buy cream online because they need to touch and smell it. A cream company should offer samples to get the Internet customer to smell and feel the product.
- Men's retail is a new frontier. We need to think about what men want.
- Product isn't the only thing people want to buy. Sell other things.

- If you pay your front people more, you get a better salesperson, which will help your business.
- Pay your therapist a higher percentage and they will sell more.
- Everyone in the spa is a salesperson, not just the therapist.
- If a supplier isn't supportive of you and your therapist, change products. There are lots of good products out there.
- Men don't want to buy their product in a women's area. And they want to stay with the same products.
- Add products but be wary of entirely discontinuing products because when you discontinue a product people can get angry.
- Use incentives for selling a product, maybe different incentives to get customers to buy something else in addition.
- Get the supplier to help support the selling of the product.
- Therapist needs to be trained to sell, "extending the treatment" instead of selling a product. Therapist can do that more easily.
- People buy from a therapist who believes in the product and position it as a continuation of the services.
- Selling memories is what selling spa retail is all about.

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