

# DP.Training

## VIP service and sales techniques in Spas

**TRAINING OBJECTIVES** : Learn how to properly welcome Spa customers as VIPs. Master telephone use. Learn how to develop the right language. Learn how to sell products and treatments with an effective argumentation. Learn how to generate cross-selling in order to improve Spa turnover.

**TRAINEE PROFILE**: Spa managers, trainers, aestheticians

**TRAINEE LEVEL** : level of an aesthetician school

**TRAINING METHOD** : Powerpoint screen presentation. Interactive and participative module. All participants get the extensive paper course at the end of the training.

**DURATION**: 3 days (21 hours)      **PARTICIPANTS**: 8 to 15      **TRAINER** : Dominique Pierson

### First and second day

#### Presentation

Individual presentation of each participant

Definition of training objectives

#### Who is the Spa customer ?

Spa customers level of expectation

Servicing: a 6th sense

How to welcome as a VIP ?

Telephone golden rules

The appropriate tone and language

Golden rules with customers

#### Preparation

Staff, salon, products

Cabines, customer cards, beauty prescription cards

#### Welcoming the Spa customer

The appropriate greeting

Getting customer's confidence

Orientation

#### Discovery (knowing what customer wants and needs)

The value of questioning

Questions: open, closed, alternative

Factual, of opinion, of change, of confirmation

Mastering silences

#### How to get the true motivations of Spa customer

What is the Spa customer looking for ?

What does she expect in your Spa ?

How to get the right level of information ?

Three PRO questions (product, prospect, problem)

CQFD technique

#### Effective product and treatments argumentation

What is the most effective sales procedure ?

What is the most effective timing to sell ?

How to generate products sales after a face or body treatment ?

How to cross-sell products and treatments ?

The difference between an advantage and a selling point

#### Rules for a successful argumentation

Teasing directly focused on customer's needs

#### How to deal with objections ?

Why an objection?

How to answer to an objection?

#### Visit conclusion

Conclude the sale

Reinsure customer

#### Generate customer loyalty

Treatments menu

Spa visit

Loyalty card

Beauty packages

### Third day

Individual and collective role plays focused on sales stages

From greeting to cross-selling and sales conclusion

Role plays analysis by trainees and trainers