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FOUR KEYS FOR BUILDING BUSINESS

SPA OWNER AND MOTIVATIONAL BUSINESS coach Bryan Durocher spoke on how to improve business in "Transform Your Spa's Vision into a Powerful Market Position." Durocher's philosophy holds four keys for a business's successful client experience: retail, referral, pre-booking, and role-playing.

"If your client leaves with one retail product, the chance of them returning goes up thirty percent," said Durocher. "If they leave with two, the return rate goes up sixty percent." He told attendees that retail sales are the highest profit center for a business, an unlimited potential for income, and integral for client retention.

Durocher also discussed the importance of referrals, saying that in his own spa, he uses

referral cards regularly. According to him, they are the fastest way to grow a spa business. Additionally, referrals are traceable and cost-effective—it takes seven to 15 times as much energy, money, and time to get new clients any other way.



Bryan Durocher, president of Durocher Enterprises, lectures on how to transform your spa's vision.

Durocher stressed the importance of pre-booking. "It generates your future in advance," he said. "You want to pre-book at seventy-five percent or higher." This allows spa owners and directors to forecast numbers and to stay in control of the business.

Regarding staff motivation and relations, Durocher spoke about the importance of role-playing. This allows therapists to become equipped with the right tools to promote retail sales and pre-booking. "Role-playing," said Durocher "increases confidence, helps you learn through repetition, increases skill level, and takes away the fear factor."

MARKETING IDEAS FOR THE AGES

IN "IT'S THE 21ST CENTURY, DO YOU KNOW Who Your Clients are?" Dee Deluca-Mattos, president of the Medical Spa Society and vice president of Avancé, gave attendees

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A collection of Youngblood mineral products displayed on a piece of natural, layered stone. There are four small round jars with perforated lids in shades of pink, purple, and white. A larger jar with a perforated lid is open, showing a light-colored mineral powder. A silver brush with a dark bristle head and the Youngblood logo on the handle lies on the stone. The background is white.

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