

# Top 10 tips for Holiday Success



Seth Gardenswartz

Presented by  
**SpaBoom**  
and  
**Strategies**



Neil Ducoff



# Distinguish your business

- Be the blue marble in a sea of grey
- Planning and execution will make a difference this season
- What makes your business unique?



# Tip # 1:

## Commit to lead your business

- Leadership is the energy behind your holiday success
- Commit to success
- Good news is you have time if you start now



## Tip # 2:

# Focus your front desk on guest service

- Limit distractions and focus on guests (the people actually in your spa/salon)
  - Grow product sales 25% or more
  - Yield better rebooking rates
  - Delivering exceptional service during holiday will truly set you apart



# Tip # 3: Stick to the script

- Scripts deliver
  - Predictability
  - Continuity
  - Accountability
  - Profitability
- Key scripts
  - Phone, technician, GC and check-in/checkout



## Tip # 4:

# Set goals and accountability

- Holiday strategy must include leadership accountability
- Set service, product and GC goals by month for the rest of 2009
- Monitor the progress toward each goal
- Reality check: Do you have a workable plan to meet your new goals?

# Tip # 5: Communicate

- Vision:
  - What do you want/have to do
  - Your vision and expectations must be communicated to your team
- Expectations:
  - Describe what you want to your team
  - Daily huddles: Frequency=urgency



# Tip # 6: Refresh, renew and reorganize

- Change the focus of the retail area
- Prioritize what you want to sell
- Reorganize for holiday traffic
- Sign your spa/salon





## Tip # 7:

# Check your online reputation

- Google/Bing/Twitter search your business
  - Pictures, phone, hours, and reviews
  - Getlisted.org
- Slightly more time-fix your website
  - Services
  - Promos (hint Mother's Day is over)

# Tip # 8: Make a list

- Email Lists:
  - Collect emails start now
- Campaign List:
  - November, December and January
- Service Directories:
  - Participate even if it is just through the holiday season

## Tip # 9:

# Create quick promotions

- Competitive environment this year.
  - Must promote, sell value & urgency
- Packages
- Friends & family promo
- Reward your gift buyers (81% effective)

# Tip # 10

## Follow the rules

- Neil's non-negotiable rules to finish 2009 with cash in the bank
  - Develop a cash flow plan
  - Without one you are flying blind

# Exclusive Offers

## Strategies Coaching



- Learn to effectively define, manage and achieve your objectives
- Whether you're looking for clarity or new big-picture ideas — it's our job to be your guide
- For an informal and confidential discussion of your business needs, call 800.417.4848 x202

# Exclusive Offers

- SpaBoom -- \$29 Instant Gift Certificate Sign Up
  - 5% commission on Instant Gift Certificate sales
  - Free email marketing
  - No contracts or minimums
  - Offer valid until October 31, 2009
  - Use promo code “topten”
  - [www.spaboom.com/signup](http://www.spaboom.com/signup)
  - info@spaboom.com
  - 800.940.0458

# Thank You!

- **SpaBoom**

- 5% commission on Instant Gift Certificate sales
- Free email marketing
- [www.spaboom.com](http://www.spaboom.com)
- 800.940.0458



- **Strategies**

- Coaching and training for spas and salons
- [www.strategies.com](http://www.strategies.com)
- 800.417.4848