

Spa Beauty NZ

How do they come out of the Treatment Room

This is a question asked by many these days, but is there a simple formula to escape the treatment room?

I believe the answer is in your business today, you just need to extract it system by system:

- Financially – can it afford you out of the treatment room?
- Staffing – are your staff as experienced as needed?
- Clients – how will your clients feel to transfer?

Planning is the key, you need to plan your exit, you need to prepare the exit procedures. If you plan well, anything is possible.

I work with clients everyday that are planning their elimination, some that have successfully already left the building as a therapist and others that just don't want to as hands on therapy is their passion.

If you would like assistance on how to plan your 'therapy exit strategy', please see below some simple thought provoking questions that you need to answer:

1. How much time would be the ultimate for you to be a therapist (hours per week)?
0 10 20 30 40
2. How much time would you like to spend on Reception (hours per week)?
0 5 10 15 20 30+
3. Management time required in business (hours per week)?
2 4 6 8 10 12+
4. Management time on business, away from business (hours per week)?
2 4 6 8 10 12+
5. Currently, what revenue do you bring into the business?
Service/Week Average: \$ _____
Retail/Week Average: \$ _____
6. Do you have a replacement staff member that can match your clients in a similar personality?
7. Do you have a staff member that can perform the treatments that you perform now?
8. What recommendation will you be paying the staff member who replaces you with clients?
9. Have you set up additional training for your replacement therapist?
10. Have you educated your clients about the change?
11. Have you offered an incentive to your clients for them to move to your replacement?

12. Have you scheduled hand over time, to introduce your new therapist?
13. Have you set up a feedback form to assist with your client's transaction?
14. When you come out of the treatment room, what age are you expecting to draw?
15. Does the business have a surplus allowance to pay you for management?
16. Do you have your management role identified?
17. Once your role has been listed, have you allocated the jobs and time to complete into your week?

If you require assistance with this form or would like to discuss further, please call or email Sally:
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