

Spa Beauty Business Systems

As owners of our business we need to appreciate how we got to where we are today?

For many of us opening our own spa or clinic was a dream, that one day we just thought why not? All the stars align right now!

We didn't have too much knowledge of what was needed to manage our own business, we gave our selves credit that it can't be that difficult as we are great therapists, we've have awesome clients that are so loyal, they'll follow and I'll make more money than what I am currently making while working for someone else! Sound familiar?

Some of us had a bit more business nouse behind us, maybe in a loved one that gave us sound advice along with the bank manager and the accountant.

These days we would think twice, procrastinate, then seek advice...

It's a tough world out there and it's a lot harder these days to own your own business.

So, what happens to those of us that are amongst it right now, we are swimming but only just, we would like to have a better profit line, as we would love to introduce new products and new equipment, but how?

The advice that I would give to any business owner today is review your current business model?

In laymen terms how does your current business operate?

What systems do you currently have in place to manage your business day to day, month to month and year to year.

A business enterprise is a system consisting of various sub systems which operate in a balanced, coordinated and integrated manner to make the whole as a business system.

The following are the subsystem of a business,

1. Finance system to look after finance function
2. Production system to look after production function
3. Marketing system in charge of marketing function
4. Personnel system involves the development, utilization and management of human resources.

I have created a Spa Beauty spreadsheet that you can use to view Spa sub systems that you need within your business.

See below to Review

- Take a pen and tick the systems that you currently have within your business
- Acknowledge when these were last reviewed
- Highlight which systems need updating
- Highlight in another colour which systems you need to develop

Spa Sub Systems

- Our Spa - Visions & Environment
- Client Experiences – Client Care
- Front Desk Procedure – Reception Operations
- Staff Management
- Staff Recruitment
- Management Systems – Business, Accounts & Billing
- Stock/inventory – Stock Control
- Marketing – Marketing Leads
- Treatment Procedures and Treatment Setups

- **Our Spa**
- Visions
- Brands
- Goals
- Environment (Identity)

Front Desk/Reception

- Front Desk Environment
- Front Desk Overview
- Client Communication
- Client Appointments
- Group Bookings
- Consultation Process
- Client Feedback
- Marketing
- Computer Software Systems
- Voucher System

Client Care/Customer Service

- Who are our clients? Knowing our client base
- KPI
- What is Customer Service?
- Become a Customer
- Understanding our clients – Personalities/individuals
- What drives our clients
- Client Education
- Client Expectation
- What's our unique selling point with clients
- Addressing special needs
- Creating loyal clients
- Suggested Client Reception Welcome and Farewell Ritual
- Consultation Process
- New Clients
- Mystery Clients
- Client Communication

Staff Management

- Team Values
- Staff Team Culture
- Guidelines to Professionalism
- Staff Job Descriptions
- Staff Appraisals
- Staff Yearly Review
- Employment Conditions
- Payment Procedures
- Staff Conflict
- Staff Appearance/Grooming
- Staff Development/Training
- Staff Rosters
- Staff Leave
- Staff Communication/Meetings
- Staff References

Staff Recruitment

- Recruitment Process – Start to Finish
- Resumes
- Interviews
- Reference Check
- Trade Test
- Advertising Job Vacancies
- Job Offer
- Staff KPI's
- Staff induction
- Staff Incentives

Management

- Management Role
- Financial Reporting
- Sales, Operating Budgets
- Risk Management
- Business Plans
- Business Reviews
- Future Occupancy
- Staff Utilization
- WIG's (Widely Important Goals)
- Payroll Projections/Wage
- Service Margins
- Leadership
- Strategic Planning

Inventory Control

- Current Stock/Brand Key Identifications
- Retail Stock
- Professional Stock
- Stock Budget
- Supplier's agreements
- Stock Take
- Back orders
- Discontinued stock
- Sample Procedures
- Out of Stock Procedure
- Stocktake
- Purchase Budget

Health & Safety

- Full Health and Safety Procedures reflective of Business

Marketing

- Marketing Plan/Calendar
- Marketing Indicators
- Marketing Fundamentals
- External Marketing
- Strategic Planning
- Website/Social Media

- Networking

Treatment Procedures

- All procedures for treatments performed within the Spa
- Room Setups

Reviewing your current business model is the key, you need to plan its objective and methods, how is it going to work? you need to input the process, educate those involved, implement, manage and review consistently. These are the basic ingredients of any system.

If you would like assistance with reviewing your current systems, and or advice please email sally@sabm.nz, alternatively you can purchase Spa Beauty NZ Management Manuals which have the above systems designed for the Spa and Beauty industry. Our Management Manuals can be purchased as sub systems or as a whole management Manual. Please contact us for more information.

Spa & Beauty

Spa Beauty NZ Systems Check

1. Take a pen and tick the systems that you currently have within your business
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4. Highlight in another colour which systems you need to develop

✓		Last Reviewed	Needs Updating	To Develop	Comments
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	Front Desk Procedure – Reception Operations				
	Staff Management				
	Staff Recruitment				
	Management Systems – Business, Accounts & Billing				
	Stock/inventory – Stock Control				
	Marketing – Marketing Leads				
	Treatment Procedures and Treatment Setups				
	Our Spa				
	Visions				
	Brands				
	Goals				
	Environment (Identity)				
	Front Desk/Reception				
	Front Desk Environment				
	Front Desk Overview				

		Last Reviewed	Needs Updating	To Develop	Comments
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	Client Appointments				
	Group Bookings				
	Consultation Process				
	Client Feedback				
	Marketing				
	Computer Software Systems				
	Voucher System				
	Client Care/Customer Service				
	Who are our clients? Knowing our client base				
	KPI				
	What is Customer Service?				
	Become a Customer				
	Understanding our clients – Personalities/individuals				
	What drives our clients				
	Client Education				
	Client Expectation				
	What's our unique selling point with clients				
	Addressing special needs				
	Creating loyal clients				
	Suggested Client Reception Welcome and Farewell Ritual				
	Consultation Process				
	New Clients				
	Mystery Clients				
	Client Communication				
	Staff Management				
	Team Values				

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	Management				
	Management Role				
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	Risk Management				
	Business Plans				
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	Future Occupancy				
	Staff Utilization				
	WIG's (Widely Important Goals)				
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Provoking thoughts:
