



Spa and Salon Survival Tips

What is it that you're going to do to survive?

You must...

- Recognize that the way we do business is going to keep changing and evolving
- Understand that it will require hard choices to stop the bleeding
- Create a plan that exudes hope
- Act fast! Roll out the plan into action

ACTIONS > Fiscally:

- ✓ If eligible, file NOW for State and Federal Assistance !
- ✓ Create a working budget to control your spending. Assess and analyze your cash flow daily. Go to our Blog to download a working budget.
- ✓ Delay payments for nonessential items
- ✓ Turn off auto payments
- ✓ Engage your vendors
- ✓ Within reason, ask more from your existing team
- ✓ Address pay cuts/furloughs/layoffs fast and hard! If you don't make this a priority, your employees will always be wondering, "I am next?"

ACTIONS > Marketing:

- ✓ Create a new sales plan, identify the framework, and/or identify the media platforms needed for future sales – for example: ?
- ✓ Stay in touch with your clients! This is not a good time to hard-sell your products, but it's a great time to inform, explain, educate and (perhaps) entertain via emails, blogs, videos, podcasts, webinars and social posts
- ✓ Inform clients that you have dedicated phone line
- ✓ Analyze your CRM - Identify and prioritize the clients that you want to target
- ✓ Update menus, your website, protocols and manuals

ACTIONS > With your team... Express gratitude and take actions that give you the power to Innovate and Pivot

- ✓ Hold a virtual all-team meeting (ZOOM.com) or have one-on-one phone calls
- ✓ Create a timeframe and an agenda

- ✓ Be transparent
- ✓ Guide them to the services they are eligible for
- ✓ Acknowledge their emotions, grief and “noise” .
 - There are two kinds.
 - Internal: fear and anxiety
 - External: the behavior or outward actions of others
 - Help them adopt a more positive mindset, one of possibilities
- ✓ Trust your staff’s expertise and identify the areas where you need assistance
- ✓ Let them know what’s ahead and that there will be a new “normal”
- ✓ If necessary, ask for assistance from an outside source

All of this will require strong LEADERSHIP - What leadership traits do you need to adopt?

- Confidence
- Problem Solver. Make decisions - there is no second-guessing
- To keep moving
- Stand tall, demonstrate confidence and instill it in others
- Be a competent project manager
- Have the ability to share management’s vision

Future Actions? How are you going to make future sales in a better way that addresses the current situation?

- Figure out how to fill existing clients
- How do I get clients to buy, when no one is buying?
- How can I continue to provide my current product or service using a different method?
- Identify the “value” of what you can offer
- Plan to advertise the symptoms that speak to your client’s pain. Your product and services are the SOLUTION
- Prepare for your re-Opening.

We are here for YOU!

Spa-Solutions offers a step-by-step approach to design, build, equip, brand, and/or operate spa, salon & wellness facilities. We offer expert advice and assistance in:

- Facility Design
- Equipment Selection & Procurement
- Development of Services, Treatments, and Menus
- Retail, Marketing Strategies & Promotions
- Improving Operations, Policies & Procedures

Book a Discovery Call Today! Email: lwalker@spa-solutions.net or Call 401-667-7187