



RIVIERA *Spa*
TOTAL BEAUTY

Riviera Spa Spa Coordinator Training Manual

1. Training Checklist

2. Your Role as a Spa Coordinator

- Welcome To Riviera Spa
- Spa Coordinator Position Description
- Your Professional Image and Conduct
- Client Professionalism
- Teamwork
- Values

3. The Spa Process

- Clocking in/out
- Facilities tour and Introductions
- Google email
- Hangouts
- Downloads on phone
- Trello.com
- Important Phone numbers
- Handbook overview

4. Operating Guidelines

- Guest Experience
- Guest Consultation
- Tech Experience
- Breakroom Behavior
- Anti Harassment

5. Spa Coordinators Protocols

- Opening Spa
- MindBody Understanding
- Priorities
- Inventory Protocol
- Closing Duties
- Cleaning Duties

6. P.R.I.D.E System

TRAINING CHECKLIST

DAY 1

- Tour of Riviera Spa
- Your role as Spa Coordinator
- Set up log-in
- Understand how to log in and out of MindBody (never have two MindBody's open in the same browser). Clocking in and out shift.
- Download Gmail and Hangouts on cell phone. Learn how to use these two systems
- Tour of the front desk area
- Go over Employee Manual
- Go over Menu of services and prices
- Handbook overview pg. 1 - 10

DAY 2

- Opening Duties - Shadow
- Review Menu services and going over prices
- Duties for when you arrive at the Spa
- Client Experience
- MindBody Introduction
- Booking Appointments & Phone Scripts
- Learn Checking in clients
- Learn membership
- P.R.I.D.E System
- Roleplay pitch and selling steps
- How to serve drinks
- Smile, Smile, Smile!

DAY 3

- Walk through the spa to see what's going on
- Review booking appointments and scripts
- Review Membership
- Review Menu - Learning about nails!
- Learn how to follow up with clients in the relaxation room and nail area
- Learn and understand basic closing out

DAY 4

- Walk through the spa to see what's going on
- Learn and Understand about Spa Journeys
- Gift Card Sales
- Staff Metrics Report
- Closing the spa

DAY 5

- Walk through the spa to see what's going on
- Practice! Lead will video tape when you feel ready
- Learn about the Nail Team
- Learn about the Massage Team
- Learn about the Esty Team
- Close the spa by following steps and asking for assistance when needed

DAY 6

- Walk through the spa to see what's going on
- Ask any questions that are needed
- Quiz
- Closing the spa solo!
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SCRIPT PRACTICALS

Answering the phone	1	2	3	4	5
Checking people in	1	2	3	4	5
Checking people out	1	2	3	4	5
Follow up with Client	1	2	3	4	5
How to get client into Robe	1	2	3	4	5
Informing Tech of Guest Arrival	1	2	3	4	5
Membership Pitch	1	2	3	4	5
How to fold Robes	1	2	3	4	5
How to Flip Laundry	1	2	3	4	5
How to Fold Sheets	1	2	3	4	5
How to Fold Towels	1	2	3	4	5
Receive a Service	M	F			

WELCOME TO RIVIERA SPA!



Welcome to Riviera Spa!!! We are excited to have you on board with us and are eager to showcase why you are here. Over the next week of training you will be introduced to your team, product trainings, and treatment protocols that are pertinent to Riviera Spa's success. In this spa coordinator manual, you will find systems, structure and strategies to help you sharpen your skills and provide you with innovative and proven effective business formulas necessary to excel in your position.

Riviera Spa is located in the Travis Walk community surrounding various shops, fine dining restaurants, gym facilities and Dallas' Katy Trail. Our address is:

4514 Travis Street, Suite 105
Dallas, Texas 75205

We have been nestled in our spacious new location since October 2013 and under the direction of our Owner Nickm Charuworn who is also a Licensed Massage Therapist and Massage Therapist Instructor. Our motto of Total Beauty, is not only catered to the visual enhancements we can provide but the emotional & physical wellness treatments we are trained to offer.

We are most known as a luxury day spa with moderately priced treatments in massage, skincare, and nail services. Our 4,000 sq ft facility includes: 4 Massage Treatment Rooms, 3 Esthetic Treatment Rooms, 1 Couples Massage Suite, 1 Flexible Couples Massage Suite, Relaxation Lounge, and 4 Floatation Tanks. Our Retail line of products include: Eminence, Circadia, OPI, Essie, Sombra, Circle E Candles and various individually marketed items. Welcome to the family and please don't hesitate to let us know how we can assist you in any way possible.

Best Wishes!
The Management Team

SPA COORDINATOR POSITION DESCRIPTION

Position Description: Spa Coordinator; also known as Front Desk

Department: Front Desk

Reporting Relationship: Lead Spa Coordinator: Ariel Cardenas

Spa Manager: Micah Haynes

Pay Structure: Hourly, not to exceed 40 hours a week

Professional Objectives

To perform all aspects of the position with precision and excellence, from Call Management, Check-in and Check-out and beyond.... The objective is to deliver a lasting positive guest impression leading to a great guest experience and high retention rate. Each person within this department must oversee the reception area and maintain the spa boutique to assure a beautiful presentation and profitability and to maximize and achieve department and individual revenue targets.

Position Activities and Responsibilities

- Displays masterful knowledge of menu, spa experiences, spa boutique, and technicians abilities.
- Able to discuss and sell Memberships to the spa
- Promotes spa services and gift cards/certificates, advises on gift selection, maintains accurate gift card sales data
- Provides detailed spa tours to visitors that lead to sales
- Maximize revenue generation for both treatments and retail
- Able to maneuver through the software program quickly and effectively
- Assists with inventory management and other organizational tasks
- Informs team members of cross-marketing opportunities
- Efficient at making reservations and checking-in and checking-out guest
- Assists with merchandising and maintaining beautiful physical environment within the spa
- Overall look is inviting, welcoming, pleasant with best face forward while in uniform
- Presents warm, gracious, and professional persona toward guests and co-workers
- Adheres to high professional image standard in dress, appearance, language, and lifestyle
- Professional guest communication and great at phone management
- Interacts professionally cooperatively with spa team to provide a seamless experience for guest
- Maintains a polished and professional image with a smile at all times
- Team player that assists others and proactively helps with items such as laundry and spa cleaning
- Attends and participates in all general and team meetings, monthly, weekly and daily shift meetings, in house training, and commits to continuing education
- Participates in marketing/special events planning and execution
- Performs opening and closing duties
- Able to handle unsatisfied guests
- Monitors performance and achieves targets
- Asks for Facebook likes and testimonials
- Open to coaching, role-playing and improvements to perfect skills
- Comes into work 5 minutes before start of shift and gets ready for the day

Quarterly Performance Expectations

	Full-Time	Part-Time
Positive Reviews	10	3
Memberships	75	20
Positive Reviews on Yelp, Listen360, Google etc..		

PROFESSIONALISM

At Riviera spa, professionalism is of the utmost importance in regards to how we interact with our clients and with each other. It will be your responsibility to ensure that your verbiage, appearance and attendance is at your best at all times when employed with Riviera Spa. Our clients are accustomed to a high level of customer service. Refrain from using aggressive, offensive or vulgar language around your clients. Please keep your relationships with the clients of Riviera Spa professional while you are employed with us.

Spa Coordinator Characteristics

Behavioral Characteristics

- Strong guest service orientation
- Cheerful, upbeat personality
- Enjoys team environment and interaction with coworkers
- Excellent communication skills
- Flexible and cooperative
- High personal standards, good self-esteem
- High energy, able to work in fast-paced environment
- Good sense of time management
- Good sense of humor
- Self-motivated, driven and passionate about the spa
- Seeks out knowledge and enjoys learning, strives for professional growth

Additional Abilities:

Knowledge and skills in spa equipment/machinery: Phone, printer, computer, inventory tracking equipment, credit card machines, Microsoft Word and Excel, Google Drive, Google Docs, iPads, scanner

Performance Measures & Expectations

- Guest check-in process
- Guest check-out
- Call management – success rate
- Correctly and flawlessly implements the spa program
- Professional team communication
- Strong contribution to the team/spa
- Elegant image and appearance
- Maintaining spa
- Work ethic

TEAM WORK



"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." Andrew Carnegie

Know that there is no limit to where you can go within the organization when you focus on continued education and perfecting your skills. Riviera Spa is dedicated to providing their team members with ways to build a rapport with each other and have fun doing it. We have team building activities at different locations to help refresh our minds of why we are here.

Where do you stand? 80 or 20

In any profession the 80-20 principle applies. What is the 80/20 principle?

An Italian economist by the name of Pareto discovered the 80/20 principle. The 80/20 principle indicates that 80% of spa revenue is normally generated by the top 20% of therapists.

Your goal should be that you will be part of the top 20% and then aim even higher! When you accomplish this you will be part of an elite group of professionals who are the best of the best!

What steps will you take to be in the top 20% or the best of the best?

SPA VALUES

Excellent Customer Service
Excellent Quality of Service
Excellent Spa Experience
Lean Culture
Selfless Teamwork

Riviera Spa's mission is to clarify each team member's responsibilities by providing a detailed position description for each position. This should not mean that if you are asked to help with a task that is not outlined within the description you get to say, "It's not my job." We are one united team. If a teammate needs assistance and we are available, we expect to help each other! We are a well oiled machine that cannot operate without the strength and push of each other.

SHIFT EXPECTATIONS

Spa Coordinators are given a set schedule and are expected to arrive 5 minutes before your shift. If you're scheduled for 9am-3pm, you are required to show up for 8:55 AM and stay the entire shift unless management has allowed you to leave early. Always notify "admin@rivieraspadallas.com" when leaving the spa and send a hangout.

Any changes to your schedule must be discussed with a member of management via email/in person/hangouts immediately.

All schedule correspondences should go to: admin@rivieraspadallas.com with the subject: SCHEDULE

Calling in Sick - Send an email to admin@rivieraspadallas.com. Inform your Team Lead. Try to find someone to cover your shift, or trade shifts. Report any updates to the team via email or hangouts!

ARRIVAL STEPS ON EVERY SHIFT

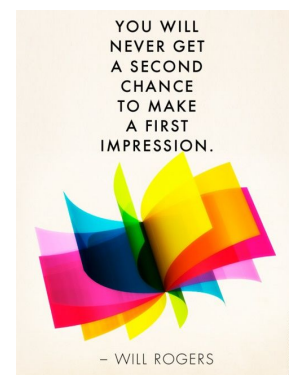
Here are your guidelines when coming in for your shift:

1. Clock in
2. Check the day's books including client's name & History (Contact logs, Membership status, Notes, Visits, Desk Notes, Robes needed, Special events, lunches, Alerts)
3. Check the service time type and whom with
4. Check if client is booked for additional services or upgrades. Do they need a robe? Intake form? Any Modifications for names?
5. Ask your teammates if they need a break and assist with "catching up"
6. Make sure that all monies are accounted for
7. Check the opening duties to make sure all duties are up to date at your arrival
8. Refill the water
9. Follow up with clients and guests
10. Flip Laundry
11. Make sure the bathrooms are clean and tidy as well as the relaxation area
12. Catch up the dishes
13. Fluff pillows in Relaxation Room while making sure the room is well presented.
14. Check voicemails
15. Catch up on emails

CLIENT EXPERIENCE

When guests receive a service at Riviera Spa, it is about the entire experience. Guest retention, feedback and your service gives you what you need to succeed and grow.

- **Remember to be courteous & Smile...It's contagious!**
- **Empower your guest. let them know this is their time**
- **Make recommendations for their next service**
- **Most importantly LISTEN TO THEM! and CARE.**



- **Be attentive and friendly to the guest at all times.**
- **Avoid such slang as “honey”, “sweetie”, “dude”, “cutie”, “babe”, “baby”, “hon”**
- **Avoid phrases like , “I don’t know”, “I can’t”, “We can’t, you’ll have to,” and “No” at the start of a sentence**
- **Avoid direct questions like “did you want to..” “do you need to?” Instead use “would you like to...” “please follow me... “**

The success of the spa is to build on the foundation of excellent guest experiences. Each team member contributes to the overall guest experience. If a guest receives exceptional service from one team member and poor service from another, that guest may decide not to return. To avoid such discrepancies in service, it is crucial that each team member follows and adheres to these standards.

Front Desk will escort the guest to the relaxation area or restroom to change into a robe if they choose to do so. The men’s locker room includes a private restroom. The women’s locker room is equipped with a private toilet and a toilet/shower combination for their convenience . Lockers are assigned to a guest by request only and have programmable code locks for guests to program. If a guest forgets their combination front desk has the Manager’s Key to unlock the lockers. A beverage will be offered before the therapists pick up guests for their service. If time permits, we would like them to receive their beverage before being escorted to the treatment room. Riviera Spa teammates are encouraged to explain to their guests that their booked treatment time is more as an experience than actual hands on time.

Always lead the guest, never follow them. You know where they should be going and it may be the guest’s first time at the spa.

It is very important to locate the therapist that will be handling the client you check-in. When searching for a therapist try the following:

Calling into the break room

Walk back to the break room to see if they are there

Walk to the service rooms to find the therapist

Send a mass hangout to RIVIERA SPA TEAM with “Nickm, your guest is in the relaxation room”

After treatment, technicians will escort guest to their next service, relaxation room, or back to the front desk.

MINDBODY

Logging in and out:

1. Open either your Chrome or Firefox Browser
2. Click the MBO or Riviera Spa Online link from the toolbar
3. In the upper right corner, enter your Username and Password and choose Log In

You are now logged in to Mindbody!!

How to Clock In on Mindbody

1. Once you have logged in, in the upper right corner press the clock icon to the left of your name.
2. From the drop down menu choose Clock In.

The clock icon should light up green to indicate that you are now clocked in.

How to Clock Out on Mindbody

1. Choose the green Clock Icon next to the left of your name.
2. From the drop down menu, choose Clock Out.

The clock icon should now be gray to symbolize you are no longer clocked in.

ALWAYS CLOCK OUT THEN LOG OUT when you leave a shift. Click logout at the top right hand corner.

Mindbody appointment colors and Icons:

- **Light Purple** (Confirmed)
- **Dark Purple/Burgundy** (Checked In)
- **Green** (Booked and unconfirmed)
- **Brown** (10 minutes Late/No Show)
- **White Block** (Read only-Important)
- **Gold Star** (Request)
- **Green Star** (First Visit)
- **Calendar** (Multiple Appointments)
- **Red Dot** (unpaid Service)
- **Globe** (Booked online)

Searching for an Existing Client:

- Click the "Appointment" tab.
- Move mouse to "Clients" tab.
- Choose "Lookup Client".
- Either search by first and last name or phone number.
- Then click "Search".

Adding New Client:

- Click the "Appointment" tab.
- Move mouse to "Clients" tab.
- Choose "Add New Client"
- When inputting information, make sure to record: First Name, Last Name, Phone number, email and credit card info

Booking Actual Appointment:

- Go to the "Appointment" tab.
- Hover over appointment book and choose the desired time slot for client.
- Either search for existing client or click "Add New Client".
- On your left hand side, choose the specific appointment
- Make sure to specify if there is a gender preference or if the technician is requested.

Requests:

- A request is when a client SPECIFICALLY asks for a certain technician.
- When booking the appointment, right underneath of the gender preference will be a star with the tech's name by it. Click that star to indicate a request on the books.

Male or Female Request:

- This is extremely important to indicate because some people are uncomfortable with certain genders performing certain services.
- If a client REQUESTS a male or female technician, it needs to be marked.
- When booking the appointment, there will be a choice that says "Gender". Choose male or female and it will indicate that choice on the books.

Pre-Natal Restrictions:

- Prenatal massages can only be done once they are out of their first trimesters. Make sure to ask if they are before booking and write an ALERT in the client's profile. Example: She will be 26 weeks at this time-HS(01/17/17)

Editing Appointments:

- Click the "Appointment" tab.
- Choose the appointment you want to edit and click on it.
- The drop down box will give you a choice to modify, click on that and it will take you to the editing menu.
- Remember to UPDATE AND CLOSE once you have finished.

Moving Appointments:

- Go to the calendar and choose the day that the client wants to move the appointment to.
- If the time is available to move the appointment to go back to the original appointment and edit the appointment.
- Once at the editing screen, Go down to where it says date and shows a calendar icon. Click on the calendar and choose the new desired date.
- Once chosen, if they have also changed the time, go to the "START TIME" and choose new desired time.
- When finished, click UPDATE AND CLOSE.
- Then Cancel and rebook the appointment to send the client another confirmation email with the new Time and Date.

Marking a guest as CONFIRMED OR ARRIVED:

- Once you do confirmation calls, you have to confirm the appointment on the books.
- Go to the "Appointment" tab.
- Choose the appointment you would like to confirm.
- Once chosen, a drop down menu will appear on the right. Click on the box for "CONFIRM". The appointment now should be a shade of light purple.
- Once a guest has arrived for their appointment, they need to be indicated as arrived.
- Click on the appointment(s) and a drop down menu will appear on the right. Click on the box for "ARRIVED" The appointment now should be a shade of maroon.

Checking out a guest and Adding tip/CC MACHINE:

- Choose the appointment that needs to be checked out and a drop down menu will appear on the right. Click on the option, "CHECK OUT".
- Once you go to the checkout screen, double check the appointments and choose "ADD ITEM".
- After you add all of them over, tell the client their total and ask if they would like to add gratuity.
- Tip on the Regular Price NOT the Discounted Price!!!
- Once they tell you how much, you will see "TIP" in green and a box to add the amount right until the cost of the service. Once added, it will update the final price for the visit.
- Run the card through the CC MACHINE AFTER you have totaled up the entire visit. Tip should be included in the price you input in the machine.
- Once done with all of the steps, go back to the checkout and choose which card the client paid with.
- Then choose "SAVE NO RECEIPT" to complete the sale.

Gift Card Sales:

- Choose the "RETAIL" tab.
- Search or add new client under the name for whom the gift card is FOR. (we do this so that if the client loses their gift card, we can search for it in our system using their first and last name.)
- Once added, look where it says " ADD ITEM" and choose the tab that says" PAYMENTS/GIFT CARDS"
- Click "SELECT ITEM" and a drop down box will appear and choose "Riviera Spa Customizable Gift Card at 0.00"
- Look where it says "GIFT CARD ID" and input the gift card number for the actual gift card.
- Indicate the amount that is being put on the gift card.
Include a note to describe the sale (plus your initials). Example: Mary purchased Exec Pkg + Grat - mp
- Then proceed to do a normal checkout.

RETAIL ONLY CLIENTS:

- Choose the "RETAIL" tab.
- Search or add new client for the retail sale.
- Choose the "PRODUCT" tab.
- Uncheck the "AUTO ADD TEXT".
- Search for the specific product.
- Make sure the "COMMISSION" tab is to who it goes to. (Whoever sold the product). Choose the right technician if it isn't right.
- Then proceed to a regular checkout.
- It is not necessary to ask if they would like to add gratuity if it is just for retail.

BOOKING APPOINTMENTS

Professional communication & greeting
Obtain guests' data – use their names
Reserve multiple treatments
Inform the repeat callers of monthly specials
Focus on the benefit and results of the experience
Try to reserve unpopular time slots first
Always promote, promote, promote
Review what was booked including date, time, and service
Thank the caller!

PHONE SCRIPTS

Phone Greeting (Smiling & Happy Voice)

Even though the caller cannot see you, they can definitely tell if you are smiling or not.

The receptionists' and the reservationists' voice and tone must always be happy, soothing, and welcoming! Each call should be answered using the same greeting.

Practice helps us achieve Excellence!

Phone Greeting:

Answer the phone by the second ring

• **“Thank you for choosing Riviera Spa, this is _____, to whom do I have the pleasure of speaking with today?”**

Insert their name or phone number in the software program to see if they have been to the spa before or not.

If they have visited before:

Great to hear from you, _____. How are you? How may I assist you today?

If they have not:

Thank you for calling, _____. How may I assist you today?

When would you like to come in? _____

Click on the correct date in the calendar on the left hand side of the screen under the appointments tab.

Suggest a time that would be appropriate to fill our schedule. Ex verbiage to ask client: Would you like the 10am, or 3:00pm?

Click the time slot the client has chosen.

Enter the client's name or phone number.

Enter the type of service the client would like.

Click the Gender type if there is one.

Click the Star if the client has requested a therapist.

Double check the start time is correct.

Click the correct Room assignment.

Add any notes including: Guest name, how far along in pregnancy, any special payment types, GC number, information about the client that pertains to this particular service.

Click the BOOK button.

Inform the Client that they should be receiving an email confirmation.

“You should be receiving an email confirmation about your appointment. If you do not, please call me immediately, so I can make sure the appt was booked correctly. All I need to hold your appointment is your Credit Card number.”

Get the credit card number and enter it under billing information in the profile.

“If you are needing to cancel your services, please contact us 24 hours in advance. You can call, or email to let us know. If you cancel on the same day of your service, a \$25 charge will happen, and if there is a no-call no-show a charge of all your services will go thru. So, just be sure to call us in advance.”

Reconfirm the appointment as so: Date, Time, services happening first, to last, how many people, and their names in the notes area.

Do you have any further questions before I let you go?
Thank you for calling, we look forward to seeing you at the spa!

Some questions you might have... Let's go over them together:

Guest: I want to know more about the benefits of your Signature Wellness Massage.

Rec: Great, I can help you with that!

How would you respond to that request?

How do we Balancing the Books?

How do we make sure it's the right appointment?

Prenatal Questions?

Therapist Requests?

Time Preferences?

Membership Credits Available?

How do we ask for Credit Card Information?

Asking for a Decision

In many cases receptionists are fearful to ask for the appointment. One of the most important keys to success is to ask **“WHEN would you like to visit us?”** This is one of the biggest mistakes everyone in the industry makes, but not us.

After you explain the options to a caller or a walk-in guest, it is up to you “to close the sale”!

You must ask “when they would like to visit us” so you can make the reservation. You’ve got to ask for the money! Failing to do so will cause us to miss many revenue generating opportunities.

Why is it important to ask for a decision?

Rec: “That’s wonderful! I need some information from you to reserve your Spa experience.”

NOTES:

HOW TO CHECK IN CLIENTS

In-Person Greeting

ALWAYS STAND UP to greet the guest and welcome them!

Spa Overview Introduction –

- We are a Riviera Spa, rated as one of the top 5 spas in the area. We feature anti-aging solutions for face and body and a wide range of wellness programs.

We offer result-driven programs to help you look and feel your very best!

The spa's professional team delivers outstanding guest experiences aimed to exceed your expectations.

Create your own Mini Commercial that you think would be beneficial to the client:

Or, if they ask for a specific treatment you can say:

- Allow me to suggest some options for you
- The ideal treatments are...

- Or, the most popular experiences is the spa's signature package. It includes:
 - A _____ facial
 - A body polish followed by an aromatherapy massage
 - A choice of a spa snack and beverage or a spa cuisine
 - This is a totally customized experience. Once you arrive, a professional therapist will recommend the ideal treatments for you!

- The signature experience is \$ _____

- When would you like to experience it? "I have availability tomorrow morning or Friday afternoon."

- Which would work best with your schedule?"

Guest: I would like to reserve a massage, facial, etc.

Rec: Ok, great! I can help you with that.

What day would you like to come in? Do you prefer morning or afternoon?

Pick the least demanding time to reserve first.

If you have openings in the schedule, you need to tell them about your promotion.
Always attempt to turn one treatment into two treatments or some sort of enhancement recommendation

Rec: Oh, by the way, _____, we have a great promotion going on!

It will complement your treatments. It's called _____.
Then P.R.I.D.E. the treatment

The Reception Team must learn how to use the P.R.I.D.E. System to increase reservation rate.

View the Don't Sell, Recommend! CD.

- P. The Body Scrub
- R. Will exfoliate your skin leaving it silky soft
- I. It has in it _____
- D. It will be performed prior to your massage
- E. They will both help you renew your skin and relax

Rec: Let's go ahead and reserve both treatments for you! It's a difference of \$_____ Great!

What if they say no?

Rec: No worries, keep in mind it's going on the entire month. Maybe next time you would like to try it.

The spa's goal is to reserve two treatments per person. We need the volume per guest to be at \$ 110.00 per person.

MEMBERSHIPS

Club Riviera Membership Details

Our membership is as follows:

Price: \$79 Month to Month Club Riviera Membership

All pricing options include the following:

- Includes a credit to utilize on one of the following per month:
 - one 50-minute Signature Wellness Massage,
 - one 50-minute Customized Organic Facial,
 - Circadia Chemical Peel
- Any additional services are booked at the discounted membership rate of \$79
- 10% off Spa products

- Birthday Month Specials
- Member's Guest receive services at membership pricing when visiting the spa with the member.
*Member must be present during guest's entire visit to the spa.
- Online booking
- Membership Credits roll month to month if not utilized
- Membership Credits are transferable to other guests with the permission of the membership owner
- Memberships may be shared within family (husband and wife, or children)

How to sell a membership

- After informing the client of their total price, say "Did anyone let you know how you can save on your service today?" Even if they say yes, or no tell them that "The membership is a great way to take your total price down to \$79 for your service"
- Inform them that the membership is automatically debited from their bank account on the first of every month. It gives you a membership credit to utilize during that month. If you don't utilize it, it rolls over to the next month. Then you can use all your credits at one time, or even pass them out to friends or family. Plus, every time you bring a guest, they get to share your membership pricing.
- "Sounds like a good deal, right? Let's get you started" Give them the iPad to fill out the membership form on waiverking

Membership Process on Mindbody and how to document the sale

- While the guest is filling out the waiverking form, ask them to see the credit card they would like to use for the monthly debit.
- Have the client retail page open in Mindbody and click on the tab "Look up item"
- Go to "Contracts/Packages" Tab
- Down arrow to "Month to Month Club Riviera Platinum Membership"
- Back date the contract start date to the first of the CURRENT month. Ex: if today is 04/13/2017, change the date to 04/01/1017
- Put in notes of either any details about the sale, or just your initials. Ex: Buying membership for wife, Karen. - mp
- Click Add Item
- Hit the "CC (Key/Stored)" button to enter the credit card information. Give the CC back to the client. Let them know "Your next billing date will be the first of next month. And you should be receiving an email confirmation in the next few days".
- Make sure the information is being saved in the profile
- Go back to the appointment page to change the appointment to a (M) service
- Checkout as usual. Don't forget about gratuity!

Once the client is checked out and left, there are a few more steps to go:

- <http://rivieraspadallas.com/front-desk/>
 - Scroll down to fill out the purple area labeled: **3) Fill out New Member Sign up which is located**
- :
- Scroll down to fill out the area underneath: **4) Add new member to Mail Chimp New Member List**
 - **Send an email to All@rivieraspadallas.com And let's celebrate a membership was sold!!!**

Subject: Membership Sold!!!

Hello Team,

Bob Hope just bought a membership after having an amazing service with Zheger!!

Keep up the Great work,

Nickm

Roleplay some membership sales with a partner. Practice on Mindbody. Record yourself and playback.

P.R.I.D.E SYSTEM



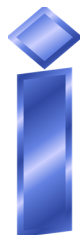
The "P" is for "problem" and "product"

The number one reason that keeps people from recommending, which is lack of analysis and asking questions. That makes perfect sense. If there is no problem or concern, then there is no need for a solution, treatment or product. If you're trying to make a recommendation without a concern or problem, then it becomes selling. That's not what we want to do. Being that the "P" is the foundation of the entire system, we must take the time to find out the guest's concern or problem in order to address them. Without the "P", you're trying to sell and you won't come across professionally or gain the trust of the guest.



The "R" is for "results"

If the guest is having this kind of problem or concern, we will do this type of treatment and they should be able to receive this kind of result. We want to discuss the results with our guests. Results are very important. It's part of why people buy things. This is a very important part of the P.R.I.D.E system. It shows people that this treatment is not just about pampering and feeling good. It's also going to product the results they are looking for.



The "I" is for "ingredients"

To separate yourself from those folks who work in the department stores or over the counter, you must know the ingredients of whatever treatment product you're recommending for homecare. If you don't know the ingredients, you're not a true professional at this. You need to know at least two main ingredients in every treatment or product you are recommending. You need to know what they smell like, how they're going to feel and what kind of sensory experience they are going to take the guest on.



The "D" is for "demonstrate"

Whether we are recommending a treatment or homecare, we need to give them an idea of how this treatment will be performed or how to use the homecare product. It is key. If you're recommending a treatment, you need to give them a brief synopsis of what the treatment is going to be like. Then for the home care, you need to show them how they need to use that product. If they purchase something and don't know how to use it, it will sit on the counter and it won't be used to produce the desired results. It won't build loyalty between you and them.



The "E" is for "experience"

What is this overall experience going to be like? What am I going to feel? What is the scent? What senses am I going to experience? It is so important to use the right verbiage when we are talking about the experience they will have when they have this treatment or use this product.

SERVING DRINKS!

Would you like some water, wine, champagne?

We service water from the spa pitchers in the front. Most clients will want spa water unless they specify otherwise. You may use the plastic cups for clients only.

Wine - Two types of wine, Red and White. Use the thick Neck glass for the white wine, and the thin neck glass for the red wine.

Champagne should be served in flutes, and filled up to about one finger space from the top.

Know the following:

Drink of the month

Serving Tea (green or chamomile? Honey or sugar?)

Serving Coffee

Serving multiple guests

Lunch Table presentation

SMILE, SMILE, SMILE!

Practice smiling while speaking to clients

They hear it in your voice, and they see it on your face

Why do we smile?

LEARN AND UNDERSTAND ABOUT SPA JOURNEYS

Treatment Reservation Protocols:

Treatment Order

Unless otherwise requested by the guest, multiple treatments are usually best made in this order:

1. Body Treatment
2. Massage
3. Facial/Waxing
4. Lunch

It is the responsibility of the reception department to ensure that the Spa treatments are reserved accurately.

This booking order is a just a guideline for appointments usually booked. There are many circumstances where this will not be the order in which the appointments are capable of being booked. Upon training, you will know when and under what circumstances it is okay to book out of this order.

Reservation Management - Spa Guidelines Reservation Process

Personal information – Database Input
You should have their name by now.
(Confirm name, address, email, etc.)

Type of Treatment
Reserve the treatment or their time using MINDBODY.

The spa director will inform you which are the most popular or prime time guests usually request and also provide you with the least desirable time that is difficult to fill. As a receptionist, you must always attempt to fill the slowest slots first, then, go to the prime time.

Credit Card
Receptionist: "Which credit card would you like to use to confirm your reservation?
Obtain credit card number, expiration date, and name on the credit card.

Receptionist: You are reserved _____ for Wednesday at 10:00 am.

Must Give Info Regarding Rescheduling

Note: Most spas talk about cancellations. But not us. We don't want to talk about cancelling. We want to talk about rescheduling.

Receptionist: "Mr. / Mrs. _____, should you need to reschedule the reservation, please notify us 24-hours prior to the set time and we will be happy to accommodate your request." Failing to do so may result in a payment penalty.

Spa Day
Receptionist:

"On the day of your treatment, we recommend you arrive ten to fifteen minutes before your initial appointment so you don't miss out on any of your Spa experience. You will be receiving an email to confirm your appointment and provide you with additional tips to make the most out of your visit with us!"

Thanking the Guest
Receptionist:

"Thank you for choosing Riviera Spa Mr. /Mrs. _____. We look forward to seeing you on _____ at _____. Enjoy the rest of your day! Again, my name is _____. Please feel free to call us with any other questions you might have! It was a pleasure to assist you!!"

Confirmation Guidelines

Each day the Reservation and/or Reception Department must call all guests to confirm their appointment for the following day. This courtesy call may be left on their voicemail if the guest is not available.

Receptionist:

"Hello, _____. This is a friendly reminder to confirm your appointment for _____. We want you to enjoy the entire experience, so please arrive on time! We look forward to seeing you then! Have a wonderful day!"

An automated email will be sent to clients that have provided us with an email. A confirmation call is still necessary.

Why is it important to obtain a credit card?

It's extremely important to ask for a credit card number while booking an appointment because sometimes the clients do not show up for their scheduled appointment. When a client does not show up, not only does the spa lose money, the technician does as well. This is a time that could have been reserved for a paying client.

What is your cancellation policy if the person did not reschedule?

Riviera Spa's cancellation policy for a client that does not reschedule is broken up into two ways. If the client is cancelling within 24 hours of their appointment, we charge a \$25 cancellation fee. If the client is a no-call/no-show, we charge 100% of the service to the credit card on file.

What is your confirmation procedure to reduce no shows?

Document that we leave them a voicemail and when booking the appointment, make sure we ask for a good email to confirm the email with. This way we will always have a paper trail.

Power Rotation: Assigning treatment to therapist

We practice power rotation. A power rotation is a therapist guest assignment rotation based on retention rate. A retention report determines who receives new guests. The spa director will provide the reception department with a monthly retention report to determine the power rotation. The rotation is updated once per month.

Booking based on Retention:

When booking appointments, it's important to know in which order you do so. When booking, a technicians requests DO NOT count against them. What this means is, the client who has the highest retention rate is booked first and then so on. Riviera Spa referrers to this as "LEFT TO RIGHT"

Other Guidelines:

Technicians may only be assigned services for which they are qualified to administer.

Technicians are not allowed to refuse or trade services unless they obtain a manager approval. In the event of a change, the technician must inform the front desk. Guest requests cannot be moved or changed without manager approval.

Receptionists are responsible for all scheduling and will use their best judgment when doing so. Manipulation of the schedule to satisfy a favorite team member or unfairly reserve services is not permitted and may result in disciplinary action or termination.

Reservation Summary Discussion

Things to Remember:

Advise the guest to arrive on time. We typically prefer to have a guest arrive 10 to 15 minutes early if they're new to the spa. This will allow them to fill out paperwork, change if needed and relax before being taken back.

While getting the credit card number, explain rescheduling guidelines. Please let them know that this is to reserve their appointment and they are responsible for the cancellation policy.

Confirming Information Received:

- To ensure reservation accuracy, always conclude the call by repeating back the reservation date and time. This step will greatly reduce reservation errors by catching them early.

- Before hanging up or upon leaving, always THANK the guest for making a reservation and express your excitement at seeing them soon.

“Thank you for choosing Riviera Spa _____. We look forward to seeing you on _____ at _____. Enjoy the rest of your day! Again, my name is _____. Please feel free to call us with any other questions you might have! It was a pleasure to assist you!!”

ADDITIONAL INFORMATION YOU MIGHT WANT TO KNOW:

AGE REQUIREMENT FOR SERVICE

- Any minor between the ages of 8-15 requires that the parent remain in the room while services are being performed along with parent/guardian permission
- Any minor between the ages of 16-17 requires parent/guardian permission
- All female minor appointments are to be booked with a female therapist.
- All male minor appointments are to be booked with either gender therapist. This is left to the discretion of the parent/guardian.
- All minors will be asked to undress leaving their lower undergarments on.

Standard Large Party email response to inquiry email:

Hello ABC,

Thank you for contacting the Riviera Spa. We would be delighted to host your Bachelorette Party. We are open from 9 am to 7 pm on Saturdays and would be able to accommodate all # of you on specific date

We have a large party room that you would be able to use free of charge to lounge in between your services (normal charge is \$30 an hour). You would be welcome to bring any food and drink that you wish to have, or we can provide menus for the restaurants we partner with to order into the spa. Also, since you are a large party, we would be able to provide your party with complimentary champagne to sip on during your visit.

In order to schedule for groups of 4 or more, we do require a 50% deposit upon booking. 20% gratuity will be added upon checkout for each appointment. Our full menu is available at www.rivieraspadallas.com including all of our packages. Please do let me know what specific services you have in mind and we will be happy to work out something for you.

Thank you,
xyz

Information to record for large parties:

Name of Contact:

Number of Contact:

Email Address of Contact:

Date of Visit:

Preferred Time of Visit:

Number in Party:

Are you celebrating a special occasion?

Services Requested:

Full Name and Phone Number of Each party Member:

Will there be one method of payment or will this be multiple bills?

Deposit Information (50% Deposit required, take via gift certificate purchase to keep on file):

Name on Card

CC Number

Expiration Date

CVC #

Billing Zip Code

Internal Use

Date of 1st Contact with Spa?

Whom did they speak with or email?

Total of all Services Requested:

Deposit Amount:

Date Deposit Received:

Notes from Conversation:

Confirmation Large Party Email

Standard Large Party email response to inquiry email:

Hello ABC

Thank you for contacting the Riviera Spa. We would be delighted to host your Bachelorette Party. We are open from 9 am to 7 pm on Saturdays and would be able to accommodate all # of you on specific date

We recommend for a party of your size the Express Package which includes:

Our Monthly Specials for X month will be:

- 1.
- 2.
- 3.

We have a large party room that you would be able to use free of charge to lounge in between your services (normal charge is \$30 an hour). You would be welcome to bring any food and drink that you wish to have. Also, since you are a large party, we would be able to provide your party with complimentary champagne to sip on during your visit.

Our full menu is available at www.rivieraspadallas.com including all of our packages. Please do let me know what specific services you have in mind and we will be happy to work out something for you.

Thank you,

xyz

title

GC Sales

When people walk in/or call to purchase a gift certificate, ask whether they want to do a dollar amount or a specific service. Ask if they would like to look over our menu and you can do some suggestions depending on what they are looking for (this is a good opportunity to push packages, let them know they are discounted.) Assure them that they can take their time and that you are there to answer any questions they may have.

You can start filling out the 3 bottom parts of the GC as they are looking over the menu, or even begin to assemble the box/bow while they are making a decision.

Date: today's date (make sure to circle "expires one year from date of purchase")

Manager's Signature: INITIAL THIS (i.e. SLK)

Value: Do either DOLLAR AMOUNT or SERVICE, (ask they would like to include gratuity if they are doing a service-customary is 15-20% if they ask) if they want to add gratuity write that out between parenthesis under the line.

Have them fill out the TO:/FROM: parts of the GC. Let them know that the gift certificate will be entered in the system under the name of the person it's purchased for, and we will have a back up in the system in case they lose it. If you do this, make sure you CASH IT OUT IN THE SYSTEM under the name of person that is receiving the gift certificate.

FOR ONLINE GCs:

Get the client's e-mail, also get their phone number in case the email doesn't go through. Go to desktop and select "riviera gift certificate" document. Fill out the Gift Certificate as you would normally. Log into info@rivieraspadallas.com. Send e-mail with GC as a pdf attachment.

Closing Method
CLOSING INSTRUCTIONS

Closing Procedure

- Start an email on your riviera spa google account. Subject: Closing Report
- Count cash
- Go to mindbody
- Click reports
- Cash Drawer
- Click "Export PDF" of report and add it to your Closing Report Email.
- Click "Go" and check out the "Total Cash Amount" under first section labeled cash. Make sure this number matches the green cash number in MBO 2017 Opening/ Closing.
- Enter cash numbers to mindbody spreadsheet (MBO 2017 Opening/ Closing)
- If cash matches, take the deposit cash out of the drawer and put it in an envelope with the label:

Nightly Deposit Date
Your Initials \$Amount Cash
Check \$Amount (IF WE DO HAVE A PAPER CHECK)

Example:

Nightly Deposit 03/01/2017
MP CASH \$54.30

- Put the envelope and remaining cash in the blue bag. (you may leave coins in the cash drawer)
- Settle out BOTH credit card machines
 - Press Last purple button (button on the furthest right)
 - Press F2 (totals report)
 - Press red button
 - Press first purple button
 - Press F4
 - Press Green Button to "confirm"
 - Wait to see "Settlement Successful"
 - Label the paper with "Rec 3" or "Rec 4"
 - Enter total report numbers to Reception 3 & 4 settlement numbers on Mindbody spreadsheet (visa, amex, mc, disc)
- Go back to Mindbody
- Click reports
- Daily closeout
- Check box to "include prepaid giftcards"
- Save PDF of report and add it to your Closing Report Email.
- Then Click Preview close amounts.
- Go down to merchant account processing

- Focus on Approved keyed and input (Visa, Amex, MC, Discover) numbers (if any) on mindbody spreadsheet.
- Scroll up to sales payment type
- Focus on Cash, Amex, Visa/Mc, Discover & Check (if needed)
- Check totals for all payment type to see if they match the totals on mindbody spreadsheet
- click close data
- enter total cash amounts from the green sheet to the close out sheet
- Make sure to check if there is the pop up of "CLOSEOUT SUCCESSFUL"
- Change the 0.00 to 400.00 so that the opening drawer is corrected.
- Finish your email with the following information that is bolded:

Example: **Cash numbers match?** Yes.

CC numbers match? Yes.

Incidents to report? Lisa B left early today due to injury. Three of her clients had to be rescheduled: Robin Bell, Angela Freiling, and Joseph & Mary Kate Burke (a couples). Clients were rescheduled and the couple's will be comped, Robin Bell's next facial service will be 50% off.

Client to contact? Yes. Amber ([806 392 0651](tel:8063920651)) would like to schedule about 7 massages on Saturday, May 6th for a bridal party. Call her tomorrow to let her know if we can accommodate them all at once. (She is open to having a few of them go in while others wait in the lounge and then switching, but they'd prefer all at once.)

Spa Receipts? Yes.

- Scan any receipts from stores or restaurants and save under: C:\Users\frontdesk\Google Drive\Nickm\2017 Riviera Spa Receipts
- Scan all the end of day receipts: C:\Users\frontdesk\Google Drive\End of Day Receipts\2017
- Attach these scanned receipts to the closing email
- Send the email.