

Business Mastery

§3 *Exploring Career Paths*

*An Insider's Look at Spa
& Salon Settings*

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An Insider's Look at Spa & Salon Settings

What to Expect

- Key Aspects of Spa Settings

Day Spas and Salons

Cruise Ship Spas

Destination, Resort, and Luxury Hotel Spas

- Resort and Luxury Hotel Spas
- Destination Spas

Medical and Dental Spas



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KEY

Terms

- ☐ Ambiance
- ☐ Boundaries
- ☐ Confidentiality
- ☐ Contraindications
- ☐ Corporate Culture
- ☐ Cruise Ship Spa
- ☐ Day Spa
- ☐ Dental Spa
- ☐ Destination Spa
- ☐ Dual Relationships
- ☐ Luxury Hotel Spa
- ☐ Medical Spa
- ☐ Resort Spa
- ☐ Salon
- ☐ Scope of Practice
- ☐ Seniority

KEY

Terms

☐ Spa

☐ Treatment Space

An Insider's Look at Spa & Salon Settings

In an era in which consumers are looking for ways to slow down, rejuvenate, and connect with like-minded individuals, spa visits have become a desirable lifestyle experience

- More than 20,000 spas were operating in the United States by the end of 2013, with nearly 350,000 employees, accommodating 164 million visits.
- The growth of the spa industry is evidenced by the popularity of franchise businesses in the wellness fields.

What to Expect

- All spas share common characteristics, and the overall working environment can be similar.
 - Spas have rules, expectations, and guidelines that exist to ensure profitability.
 - Once you've identified a spa that most interests you, do some research before contacting them for an interview.
 - Boost your chances of getting hired and increase your compensation rate by obtaining certification or advanced training in spa specialty therapies: aromatherapy, reflexology, body wraps, or energy work.

Wide World of Spas

Type of Spa	Clientele
Day Spa	Clients seek wellness, rejuvenation, beautifying, relaxing, or pampering experiences that last for several hours or the entire day.
Resort Spa or Luxury Hotel Spa	Vacation or business travelers seek beautifying, relaxing, stress-reducing, or pampering experiences.
Destination Spa	Clients seek to make healthy lifestyle changes, enhance their wellbeing, or rejuvenate from the stresses of a high pressure career. Destination spa settings often offer the widest variety of wellness services under one roof.
Cruise Ship Spa	Passengers seek beautifying, relaxing, or pampering experiences for several hours or an entire day.
Medical or Dental Spa	Clients who enjoy the convenience of spa-like services as an adjunct to their medical or dental visits. Clients undergoing surgical procedures may seek therapeutic spa services to enhance the healing process, promote relaxation, and support skin beautification. Services may include massage, craniosacral therapy, acupuncture, reflexology, professional skin care, manicures, and pedicures.

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Key Aspects of Spa Settings

- Considerations when working in any type of spa:
 - Corporate Culture
 - Training
 - Scheduling
 - Treatment Space
 - Expanded Responsibilities
 - Confidentiality
 - Contraindications
 - Scope of Practice
 - Seniority
 - Boundaries



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Success Tips for Working in All Spa Environments

- Know the rules, expectations, and guidelines of the business.
- Review policy and procedure manuals, clarify ambiguous policies.
- Follow the spa's hands-on protocols regarding how clients are treated.
- Communicate regularly with the staff.
- Be a team player.
- Make an effort to express your views, and then release your expectations.
- Learn and practice conscious detachment.
- Be aware of how your service is currently marketed, ask how you may assist.
- Keep track of your bookings.

Success Tips for Working in All Spa Environments (cont.)

- Develop good record keeping habits.
- Attend in-house training programs.
- Overcome any phobia you have for selling products and services.
- Adapt to changes in treatment rooms and working conditions.
- Be prepared to work long shifts with few breaks.
- Learn how to do multiple sessions without appearing rushed.
- Practice good body mechanics and stretch regularly to avoid injuries.
- Expect and plan for slow seasons or open times between appointments.
- Recognize what the spa does for you and appreciate the benefits.

Day Spas and Salons

Day spas account for almost 80% of all spas in the U.S.

The ISPA defines a day spa as: “an establishment that provides beautifying, relaxing or pampering experiences that can last an hour or may take a whole day.”

- Some day spas promote themselves to the masses, while others target niche markets, such as upscale clients, aging baby boomers, moms and babies, or young professionals.
- Salons, which many classify as a close cousin to day spas, range from bustling turnstiles to tranquil escapes from everyday stress.

Specific Success Tips for Working in Day Spas & Salons

- **Build long-term relationships.** It can be very rewarding to track a client's progress over time and tailor ongoing sessions to support a client's health and wellness goals.
- **Follow-up.** If you haven't seen a client for a while, place a follow-up call to ask how she is and invite to visit spa again.
- **Keep detailed records.** Be sure to indicate which clients are locals. Review locals' files monthly and follow up as appropriate.
- **Adapt your treatment space.** Ideally, have your room be in an area that is isolated from sounds and smells.
- **Market yourself appropriately and abundantly.** Invest time in developing a client retention plan in addition to attracting new clients.

Cruise Ship Spas

If you love the idea of traveling, a tour of duty on a cruise ship may satisfy your adventurous spirit. See the world, gain valuable experience, and earn money at the same time.

- Benefits include:
 - Acquiring experience
 - Change of pace
 - Meet people from all over the world
 - Save money
 - Travel to exotic destinations



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Cruise Ship Spas (cont.)

- Potential downsides:
 - Life on a cruise ship can be trying
 - 12-hour workday is standard
 - More sessions expected per day
 - Must sell beauty and wellness products
 - Assigned other guest-care tasks and logistical chores
 - Beware of fictitious companies online pretending to be legitimate agencies for employment on cruise ships



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Specific Success Tips for Working in Cruise Ship Spas

- **Expect demanding work conditions.** Treatment rooms can be cramped, and long hours are the norm.
- **Have an upbeat attitude, high energy, and be flexible.** As an employee on a cruise ship, you must be “on” nearly 24 hours a day. For all that time, you’re expected to represent your company to the public, which means that you must always show a sunny personality.
- **Be in excellent physical and emotional condition.** Stamina, good boundaries, an open heart, and an open mind may be essential to survival.

Destination, Resort, & Luxury Hotel Spas

Cater to an affluent clientele with high expectations of customer service from both management and practitioners. However, little opportunity exists to build repeat business on a long-term basis.

- **Resort & Luxury Hotel Spas:** Potential advantage is career longevity though can be demanding for all types of practitioners, especially massage therapists.
- **Destination Spas:** Upscale health retreats dedicated solely to guests who visit weeklong or weekend spa programs.

Specific Success Tips for Working in Destination, Resort, or Luxury Hotel Spas

- **Time your application to arrive prior to the beginning of the busy season.** You may have better chance of getting interviewed.
- **Polish your customer service skills.** Clients expect to be catered to and demand exceptional customer service.
- **Develop advanced training and a wide portfolio of skills.** Reduce the repetitive nature of busy schedules by offering a variety of session options.
- **Build stamina.** Practitioners may perform from 8 to 10 one-hour sessions each day. The pace can be demanding, especially during the busy season at resorts.

Medical and Dental Spas

Since the mid-1990s, these continue to thrive as holistic approaches to health and beauty have gained in popularity.

- Most medical spas are owned and managed by dermatologists or board-certified plastic surgeons, catering to luxury market.
- A growing number of dentists say spa-like amenities and services persuade patients to make and keep appointments and help them stay relaxed during dental procedures.

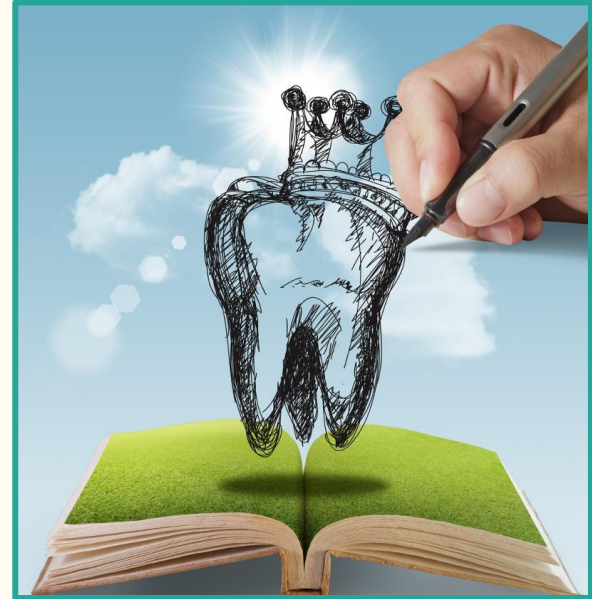


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Specific Success Tips for Working in Medical and Dental Spas

- **Do your own market research.** Search the internet for information about medical and dental spas throughout the country for insights into operations and how they market themselves.
- **Educate yourself.** Gain credibility by becoming familiar with medical terminology and recordkeeping specific to medical and surgical procedures.
- **Be flexible.** Medical settings often require adaptability and flexibility due to unexpected scheduling twists or changes to patient conditions.

Highlights

Employment opportunities in spas are rapidly expanding. The more you know about the spa world and its corporate culture, training, salary ranges, scheduling, and seniority issues, the better prepared you will be to land the ideal job.

The most common types of spas are: day spas, destination spas, resort and hotel spas, dental and medical spas, and cruise ship spas. A hefty 80 percent of the spa market consists of day spas.

Highlights (*cont.*)

A key benefit of working in a spa environment is the accompanying benefits package. This may include health insurance coverage, paid holidays and vacation, discounted services, and tuition reimbursement for continuing education.

Most spas are strong team environments. It's important to learn what treatments complement what you do and to go the extra mile to create good working relationships with co-workers.

Highlights (*cont.*)

Spas often base salaries and preferential scheduling on seniority. Compensation can vary greatly among spas: some pay on a commission basis, others offer a combination of base salary with a commission. The average wage is \$24-40 per hour per client session.

Day spas will typically hire you as an employee. Salons customarily rent rooms to practitioners.

Highlights (*cont.*)

Building a business in a salon environment may involve more time and effort than developing a client base in a day spa. Plan to actively market your services through brochures, demonstrations, and special introductory offers to attract new clients. Also be prepared to include supplies and equipment in your operating budget.

Cruise ship spas sound very exciting when you consider the exotic destinations you will have access to, yet consider how you will be working long hours and living in tight, shared quarters with little to no privacy.

Highlights (*cont.*)

A potential advantage in working in a resort or luxury hotel spa is the career longevity from performing a variety of treatments, thus reducing the likelihood of repetitive stress syndrome.

Medical spas are mostly owned by dermatologists and plastic surgeons. Concurrently scheduled holistic health treatments are acknowledged as assisting medical patients in healing faster, feeling less pain, and having a decreased medication dependency.