

Is Your Receptionist Killing Your Spa?

Written by Mara L. Shorr, BS, CAC II-XIV and Jay A. Shorr, BA, MBM-C, CAC I-XIV



(/media/k2/items/cache/c8e9243313367fcb7aeefca73f83a7e_XL.jpg)

Though most people call them the receptionist, in reality, they should be called the Director of First Impressions. Let's be honest. This is the person who has the ability to make or break whether clients have a positive impression of your business, whether new clients schedule an appointment, and more.

So, what should you look for to see if your front desk team is killing your spa?

BAD ATTITUDE

Is their favorite Snow White character Grumpy? It's obvious whether or not a person is having a good day the second they answer the phone. We always tell people that you can hear a smile over the phone and, as silly as it may sound, it's 100 percent true. Think about it! If a client calls the spa and can tell that your team isn't happy to be there, what would make that person want to schedule an appointment? A poor personality is the number one killer of your spa.

POOR PHONE ETIQUETTE

Do they go off-script? We encourage every spa to have a basic script when answering the phone. For example, "Hello, this is Dr. Smith's medical spa. This is Mara, how can I help you?" Instead of

your team telling the client, "No problem," substitute it with, "my pleasure." Each of these small items makes a big difference in showing a client the concierge experience they've come to expect when paying out-of-pocket for skin care treatments.

NOT COLLECTING CONTACT INFO

Are they collecting clients' contact information? This sounds like something small. But, think about it this way: you need a client's most updated phone number to confirm appointments or else you could be left with an empty, last-minute hole in your schedule. You need their updated e-mail address to add to your e-mail marketing database or else they won't know about upcoming events, specials, and additional services. Something that takes seconds could have a lasting effect on your business if omitted.

NOT GIVING REMINDERS

Are they reminding clients of their appointments? Whether you have automatic electronic reminders or actual team members doing so, each client should be reminded of several things. These include, but are not limited to, their upcoming appointments 48 hours prior, 24 hours prior, and the morning of their appointments. In addition, we recommend that clients are reminded when they're due for a retreatment, whether that be a microdermabrasion or monthly facial or peel. Finally, clients should be reminded when they're overdue for their appointments. Which leads us to the next point...

NOT REBOOKING

Are clients being booked for their next treatments before they leave the office? Of course, clients will receive their best results when they visit the spa regularly. Skin becomes congested again if it's not regularly treated. Explaining to clients the benefits of regular treatments and scheduling them out in advance, so they're more likely to get their favorite time slots, will continue to add regular revenue to the spa. Think about it this way: if every client misses just one appointment per year, what are the financial repercussions to the spa? What about two appointments per year? Now, go talk to your team!

NOT KNOWLEGABLE ABOUT THE SPA

Are they knowledgeable about the basics of each treatment the spa offers? We always tell clients that each team member should know the most basic, frequently asked questions about all services and products. What's the most popular service? Is there downtime with a microdermabrasion? Which skin care lines does the spa carry? Of course, your trusted team of professionals will be able to answer all of the specifics when a client sees them for their treatment, so no treatment advice should be given out over the phone. Instead, they could give the following response or similar: "That's an excellent question to ask the aesthetician! They'll be able to give you all of your answers during your consult."

Training is key to a high-performing team and, with consistent training for your team, you'll see a stronger spa each and every day.



Mara Shorr, BS, CAC II-XIV serves as a partner, as well as the vice president of marketing and business development for Shorr Solutions, assisting medical practices with the operational, financial, and administrative health of their business. She is a level II through XIV certified aesthetic consultant and program advisor, utilizing knowledge and experience to help clients achieve their potential. A national speaker and writer, she can be contacted at marashorr@shorrsolutions.com (<mailto:marashorr@shorrsolutions.com>).



Jay A. Shorr BA, MBM-C, CAC I-XIV is the founder and managing partner of Shorr Solutions. He is also a professional motivational speaker, an advisor to the certified aesthetic consultant program, and a certified medical business manager from Florida Atlantic University. He can be reached at jayshorr@shorrsolutions.com (<mailto:jayshorr@shorrsolutions.com>). More information on the awarding practice management consulting company Shorr Solutions can be found at shorrsolutions.com.

Tweet

Like 0

Login to post comments