

10 Ways Staff Can Promote Your Business

By Mara and Jay A. Shorr

You work countless hours strengthening the core of your business, checking to make sure all of the expenses stay in check and making sure backbars and retail lines are always stocked. You're sending out birthday cards and holding VIP nights for your treasured clients. However, is the lion's share of the chatting up your business falling on you? Here are 10 easy ways your staff can help you promote the business, as well as the providers behind it.

1. Give Gratis Treatments

If you perform your treatments on staff, they will want to show off your spa's handiwork to clients walking through the door, whether it be the results of an amazing pumpkin facial or the latest injectable. Encourage even your receptionist to feel free to let clients, both current and potential, know how much s/he loved a treatment that a client is considering.

2. Get Staff Social

As long as your patients authorize consent, encourage your staff to post the results of each other's work, not only on the company's account, but on their personal accounts as well, tagging your business.

3. Spread Credential Knowledge

Make sure every staff member knows the credentials of all other staff members. Hold a meeting where they all share where they were certified or board certified, as well as their top three bragworthy moments. Arming each other with those tidbits

will help them to credential each other and cross-sell.

4. Cover Ongoing Training

Whether it's through your skin care vendor or a well-known conference, encourage staff to continue learning and, if you're able to afford it, work out a deal where you help foot the bill to make sure this continues. Education betters everyone.

5. Issue Staff Uniforms

Not only does this put a dress code into place and eliminate issues that come with ill-fitting outfits, but staff members will now wear your logo and website on workdays for all current and prospective patients to see.

6. Print Business Cards

From your receptionist (who we like to lovingly call the director of first impressions) to the office manager and everyone in between, arm every staff member with your company-branded business cards and encourage them to pass them out like candy to family, friends, even strangers they meet at the grocery store.

7. Address Unhappy Staff

An unhappy employee is going to tell others how unhappy they are in their workplace; a happy employee is also going to tell people how happy they are in their workplace. Which image do you want out in the community about your business?

8. Encourage Positive Reviews

Most of the time, your providers are focused on just that: providing amazing treatments to your clients. While that's wonderful, make sure they're aware just how important reviews are to attract future patients.

9. Display Achievement

Post copies of all certificates and achievements throughout the spa, not just tucked away in a dark corner. Did your medspa win a local award? Display it proudly in the reception area for all to see while they're waiting.

10. Create a Brag Book

Create a custom book with copies of the glowing testimonials you've received over the years, and make sure you have several copies for multiple clients to thumb through in the reception area while waiting for their treatment. ✂



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