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10 Ways Your Staff Can Bring Credential to Your Spa

Written by Mara Shorr (/shorrsolutions/)



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Credentialing your practice is incredibly important to practice growth and long-term success. You want name recognition within the community and for this name and your spa to become synonymous with not only safety in today's world but for excellence in treatments as well. Credentialing your practice will build confidence amongst clients and meeting their expectations will build client loyalty. How you present and credential yourself is incredibly important. Your messaging must be consistent for your clients to feel this reassurance. Here are 10 ways your staff can build and strengthen brand awareness of your spa's credentials and keep clients coming back.

PHONE CONVERSATIONS

From the very first interaction with your clients, take the opportunity to discuss the spa's strengths. While on the phone with a prospective new client, make sure your staff is doing their part to sing your praises. Reassure the client they are choosing the right office for their procedure and speak to the providers' experience and results. In today's world, emphasize the new safety precautions that your spa is taking. You can only make one first impression, so make sure that it is one that paints you and the rest of your team as experts.

DECORATING

Post copies of your diplomas, certifications, trainings, and mission statements in your spa space. Not only is it a great way to fill up some blank space on the walls in the hallways and lobby, but it surrounds your clients with your team's accomplishments. In addition to all your certificates and diplomas, consider hanging a few pictures of your staff at various events and trainings. It personalizes the message and connects you with the client.

SPREADING THE MESSAGE

Make sure your team is aware of the practice's mission statement and goals. More so than just being aware, it is important your team embodies this ideal. Within the office, make sure your team is on the same page. Consistency is key within your messaging. If everyone is working together towards the same goal, these conversations will happen organically. Utilize social media and other advertising channels to spread the word about your accomplishments, for both providers and client care. Post relevant content about any trainings you had or conferences that you attended. Again, in today's changing world, emphasize the safety precautions the spa has put into place. You work hard to improve your staff, your spa, and yourself, so let everyone know.

TALK UP PROVIDERS

Look for any opportunity a team member has with clients to speak highly about the spa and the providers' accomplishments. Conversations you have in the reception area, treatment rooms, when checking out, or even in transit present opportunities to credential your team. Casual conversations are great opportunities to slip in tidbits about the spa.

WORKWEAR

Make sure your team wears some type of uniform. Whether it be scrubs or practice branded clothing, having a uniform reinforces your brand image. Your employees become walking billboards for the spa and present a clean and professional image to clients and builds their confidence in your spa.

SPEAKING FROM EXPERIENCE

Treat your staff. What better way to explain a treatment to a client than to speak from experience? Allow your staff to experience as many of your treatments as they can, as having the procedure done on themselves allows them to speak about it and more effectively answer client questions about the procedure. They can explain what it feels like, the level of discomfort, how the potential downtime affected their daily routine, as well as show off their great results. More importantly, it allows your staff to speak personally to your talents.

REVIEWS

Have your staff show all the positive reviews the spa has. Make sure staff has the proper training on how to obtain these reviews in the first place. Reviews help give clients an amazing impression of your spa before they even set foot in the office.

WORK ENVIRONMENT

Having a great work environment goes a long way towards credentialing the practice. Take the time to speak with your employees about their concerns and find out what they want from their position. Make sure the staff feels like they are part of the same team. This feeling can lead to a lot of great things for the spa, including increased efficiency, less stress, and more importantly, pride in their position. Employees who are proud of their work will stay with the spa and work to exceed expectations. Keep employees happy because happy employees will sing your praises naturally to peers.

NETWORK

Rome was not built in a day and successful spas are not built solo. A great spa is a team of talented professionals coming together. Networking is more important than ever. In the digital age, spas enjoy an increased level of visibility. Yet, while things are trending towards the internet, there is no substitute for quality, face-to-face interaction as the country opens back up after the COVID-19 shelter in place orders are lifted. Utilize local networking groups and other opportunities to get out into the community. Make partnerships with other complementary businesses such as hair and nail salons. Building your reputation within the community will allow others to speak to your work.

THE TRAINING NEVER ENDS

Training is also a great way to credential your staff. Training should not stop once an employee is successfully onboarded. Learning new skills can improve your client experience, reduce mistakes, and build confidence within your organization. All of this leads to a better work environment. Investing in your employees and their training is an investment in the future of your spa. When they are given the opportunity to improve individually, the spa improves. Often device manufacturers and other vendors you work with every day offer free trainings to credential spas. Not to mention it makes your team much more efficient.

Considering how credentialing your spa can create a sustainable business that is profitable and become a staple within the aesthetics community, spa and skin care professionals should utilize these tools to make their spa the best it can possibly be.



Jay A. Shorr, BA, MBM-C, CAC I-XIV is the founder and managing partner of Shorr Solutions, a Florida-based medical practice consulting firm assisting practices with their operational, administrative, and financial health. He served as the vice president of operations and practice administrator for a leading board-certified dermatologist and cosmetic surgeon and held partnerships in

two leading South Florida plastic surgery centers. Shorr has served as a professional motivational speaker for nearly a dozen industry organizations. He is a certified medical business manager (CMBM) from Florida Atlantic University, a certified aesthetic consultant (Levels I-XIV) at The Aesthetic Show and The Aesthetic Academy, and a member of The Aesthetic Show's 2019 Scientific Advisory Board.



Mara Shorr, BS, CAC II-XIV, is a partner and vice president of marketing and business development for Shorr Solutions, bringing more than a decade of marketing and communications experience to Shorr Solutions' clients. She is a Level II through XIV certified aesthetic consultant utilizing knowledge and skills from her previous positions in marketing for two separate leading dermatology, cosmetic, and plastic surgery practices located in South Florida. Focusing on both internal and client strategies in traditional and new media, she is a public speaker and has written for several industry publications.



Rob Deters is the Business Development Manager at Shorr Solutions. Having previously worked as an administrator at a large family practice outside of Boston, Rob has first-hand experience on running a busy physician-owned medical spa. This unique perspective makes him an invaluable asset to all of our clients. In his free time, Rob can be found cruising the waters of Cape Cod or hiking in the woods near his Massachusetts home.