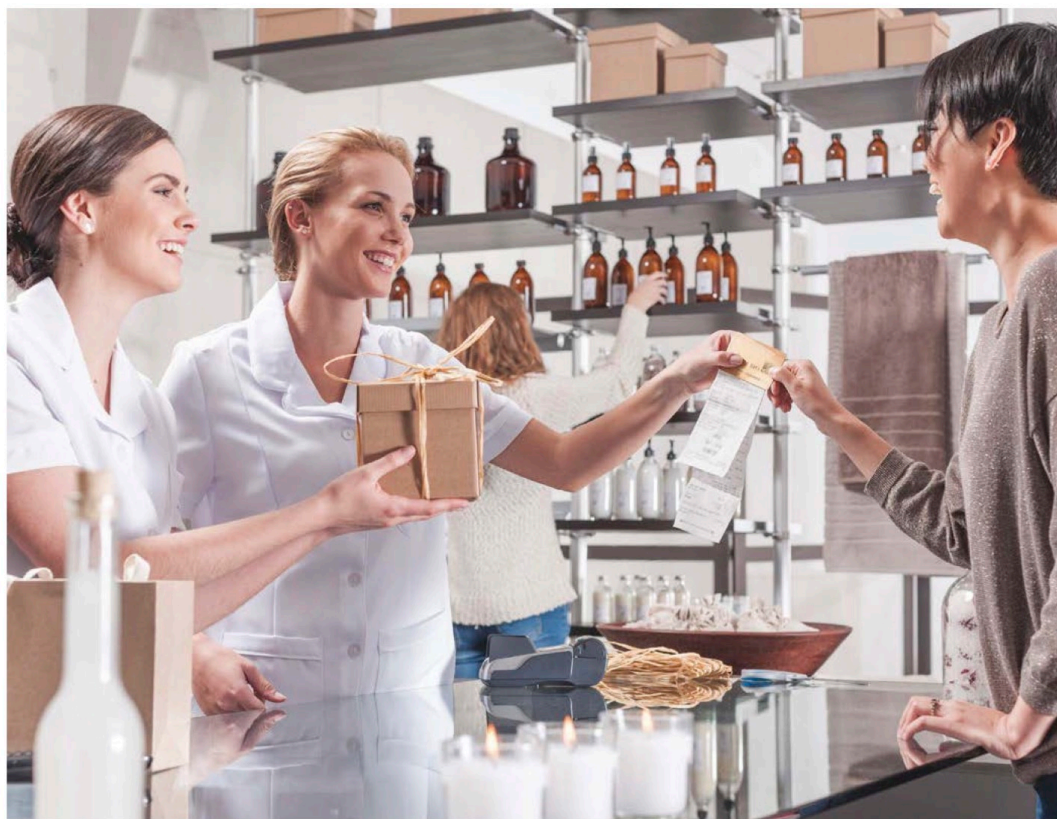


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PROFIT CENTER



Retail Therapy

Hosting a retail party at your spa can send product sales soaring

ESSENTIAL INGREDIENTS

There are built-in fundamentals to throwing a successful spa retail event. “The underlying goal may be to sell products and book services, but you should focus less on selling and more on providing genuine value to those who attend,” says Shannon Esau, CEO and national educator at Rhonda Allison Cosmeceuticals. To do this, Esau suggests making the event educational, like including demonstrations

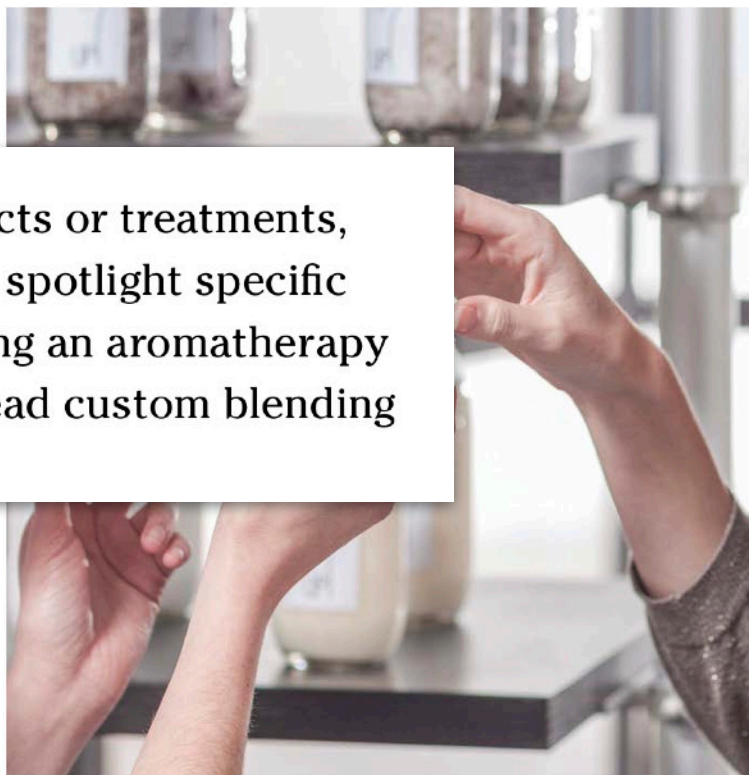
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Schandra Designs and creator of Profitable Spa Events Blueprint. Here, experts share their top tips for getting the party—and the selling—started.

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retail event. Luckily, the time of year is often the only impetus you need. “I always recommend choosing seasonal products to promote during spa retail events,” says Esau. “For instance, as summer approaches, you can focus on SPF, antioxidants and gentle brightening products to minimize sun damage.”

Bruce Schoenberg, owner of Oasis Day Spas in New York City and Westchester, New York, is also a fan of hosting seasonal events. At “The Eyes of March” party in anticipation of spring, he showcased Elemis, Éminence and G.M. Collin eye care, with all products offered to guests at a 15 percent discount, thanks to the spa’s partnership with each brand. “Vendors are no different from you—they have to move product because there’s an expiration date on skin care,” notes Schoenberg.

You can also plan your party in order to attract a specific type of client—so, a “Turn Back Time” antiaging event might include collagen-boosting serums and facials for interested spa-goers, while a “Date Night” could cater to couples with a variety of his-and-hers retail items and treatments. Schoenberg even throws parties for his best customers at exclusive “Client Appreciation Nights”—and calls them up personally to invite them.

Regardless of what you’ll be promoting, you can generate maximum interest with enticing incentives. “Make it clear that you’re offering special prices for the event that won’t be available at other times,” says Delaney. You might also promise a gift to the first 20 guests to arrive.

TANTALIZING TIE-INS

To effectively promote your retail parties, consider cohosting the event with other beauty and wellness businesses in your area. For instance, a medspa could team up with a jewelry designer for a night of “Botox & Bling,” similar to an event Schandra put on with a cosmetic surgery clinic. To come up with leads for profitable partnerships, Delaney suggests joining the Chamber of Commerce or a Business Network International (BNI) chapter. “Look for like-minded businesses that are focused on helping people be healthy and attractive,” she says. “For example, a local dentist might want to plug their whitening services at your party in exchange for cross-promoting the event and your spa.”

You can also generate publicity while helping your community by hosting a philanthropic event. “Don’t just partner with a random charity so you can put it on your invitation, though—look for ones that are aligned with your mission,” says Schandra. For a “Success Is in the Bag” party that he hosted, guests who donated a designer purse were given credit