

Reading Guests at the Spa

During your spas, it's important to watch and listen to your guests. Learn to detect signs of interest— these are your “green light” clues. The signals below may seem obvious, but pay attention each time you see or hear them at your spas. Your future clients, Hostesses and Consultants are waiting for you to discover them. Below are some signals to look for at your spa and words to say to follow up with them.

SIGNAL	FOLLOW UP— WORDS TO SAY
Positive sounds such as “ooh” and “aah”	“I noticed you really enjoyed our Show of Hands. I’d love to give you a free Show of Hands mini when you book your own spa.” <i>(a new client)</i>
Questions about what you’re doing or about the products	“I remembered you asked me how to get a Mustang. I’d love to tell you more.” Or “Have you thought about doing what I’m doing?” <i>(your next new Consultant)</i>
Requests to try a sample	“I noticed you wanted to try the Microderm Abrasion. I would love for you to hold a spa, and then you can experience all of these products first hand.” <i>(your next Hostess)</i>
Seeking your advice or opinion	“You seem to value the opinions of others. I bet you enjoy helping others. That’s what I get to do every day with my BeautiControl business. You would love it— let’s talk more.” <i>(your next new Consultant)</i>
Expresses desire for the neckwrap	“I noticed you really loved the neckwrap. I would love to give you one to keep, and I will when you hold a spa.” <i>(your next Hostess)</i>
Body language, including facial expressions	“You seemed really interested this evening. Was there anything particular that caught your eye?” <i>(your next Hostess or a new client)</i>
Fun loving people with a sense of humor	“It looks like you really had a great time tonight. Have you thought about doing what I’m doing?” <i>(your next new Consultant)</i>
Chatter among the guests that touch upon money issues, needing more time with kids, hating their jobs, etc.	“I couldn’t help but overhear that you’re concerned about not being able to go to your kids’ soccer games. I used to feel the same way, but now I just arrange my own schedule so I never miss any of Kevin’s games. Have you thought about doing what I’m doing?” <i>(your next new Consultant)</i>

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