

## BUILDING BLOCKS

# PRO TOOLS

**The pro:** Dana Neal, manager at Kneaded Relief Day Spa & Wellness in Fitchburg, Wisconsin

**Her tools: 1. Team-based pay**

"Seven years ago, we mandated that everyone on staff become an employee receiving an hourly wage—no independent contracting," Neal says. "It's allowed us to create goals as a team, work toward them together and truly help each other out. After this transition, the spike in cross-promotion was shocking. Therapists can now work confidently during slow seasons. Plus, everyone is more than willing to help with cleaning and laundering to keep our space looking beautiful, because they're being paid for that time."

**2. Millennium by Harms Software** (harms-software.com)

"This booking and management program tracks and shows everything: average retail sales, frequency of visits, retention and referral numbers," explains Neal. "After we started using it [in 2004] I began sitting down with every employee on a monthly basis to discuss how they're doing individually and how we're doing



DANA NEAL

as a company. It's so easy to pull up that information and physically show staff. And it's also been the easiest way to keep track of doctor-referred clients' insurance information."

**3. An open-book business model**

"Owners and management share our numbers with the entire team at monthly meetings, during monthly one-on-ones and at biannual owner reviews," Neal says. "Everyone knows how much our rent and utilities are, how much we do in retail vs. services, how much we're paid, how much we spend on advertising, how much those efforts bring in, etc. It gives people a sense of ownership, a stake in the business, and it really gets the creative juices flowing! Everyone feels like they can impact those numbers and make a difference; they come up with all these brilliant ideas we never would've thought of otherwise."

## CELESTIAL WARMTH

Offering warm facial treatments can be a simple way to stand out in clients' memories—that is, if you've got an easy way to keep your products heated throughout services.

The Orb, a portable, continuous heat chamber used to warm skincare products, has the answer. Created by estheticians from U.K.-based SpaPliance (and available in the U.S. through Universal Companies and Spa Equip), the portable orb quickly heats any potion to a safe and comforting temperature, maintaining it for up to an hour. This ensures that every brush-full of product delivers consistent, soothing warmth, while offering skincare professionals an opportunity to get creative (think: hot manuka honey facials) or make their basic offerings a touch more special.

For more information, visit [universalcompanies.com](http://universalcompanies.com) or [spaequip.com](http://spaequip.com).



## VERSATILITY ON WHEELS

Anticipating blooming springtime spa traffic? Consider boosting the efficiency and profitability of your space via portable, multipurpose equipment—like Living Earth Crafts' new EssentialLift, an electric lift treatment table on wheels. Weighing in at 180 pounds, it features a durable steel frame, a three-inch cushion top and a foot pedal. Considering it was designed to accommodate massage, esthetic, chiropractic and physical therapy services, it also delivers good value! For more information, visit [livingearthcrafts.com](http://livingearthcrafts.com).