



Holistic Approach to Treatment  
The Art of Touch Decoded

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&

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 **innovative spa**  
m a n a g e m e n t

# **The Art of Touch**

## **Innovative Spa Management**

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# Introduction

## ✿ Innovative Spa Management

- Consulting, Design, Management
- [www.ISMspa.com](http://www.ISMspa.com)

## ✿ Privai Academy

- Owner/Management retreat July 16-19<sup>th</sup> 2009
- Supported by antioxidant rich product line being launched here in Las Vegas
- [www.Privai.com](http://www.Privai.com)

We all need human touch!



# Art of Touch – holistic approach to treatment

## ❧ TRUST AND CREDIBILITY

❧ Spa Environment

❧ Preparation to touch

❧ Healing touch techniques

❧ Complete Service

❧ Increase in retention and sales

# Building Trust and Credibility

❧ **Most communication is non verbal**

❧ **Your speech**

❧ **Your appearance**

❧ **Your timeliness**

❧ **Your touch**

# Preparation to Touch Intentional Environment

- ❧ Appropriate Lighting
- ❧ Intentional Sound
- ❧ Appropriate temperature
- ❧ Pillows for comfort
- ❧ Clear communication
- ❧ Scent



# Environment Matters



# Art of Touch Techniques

- ✿ Setting the intention – energetic environment
- ✿ The First Touch and Body Mechanics
- ✿ Maintaining Presence
- ✿ Complete Service

# Intention Setting creates the energetic environment\_

- ✿ Choose your attitude
  - “The Four Agreements”
- ✿ Positive Affirmations
- ✿ Establish SMART goals
- ✿ Visualize results

# First Touch and Body Mechanics\_

- ✿ Move from your “center”
- ✿ Handshake activity
- ✿ Complete Strokes



# Maintaining Presence

- ✿ **Mother Hand**
- ✿ **Be prepared - set up an organized room**
- ✿ **Never hurried or harried!**

# Complete Service – ending the treatment

- ✿ Closing the treatment
  - ✿ Final touch
  - ✿ Gratitude and appreciation
- ✿ Home Care Recommendations
- ✿ Follow Up for Retention
  - ✿ Cards, calls, “I Care”

# The Art of Touch Magic

- ❧ Creates increase in perceived value of service to guest
- ❧ Ability to increase pricing
- ❧ Enhanced Reputation
- ❧ Increased retention

# Contact Information

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**Spa Management/Owners Retreat**  
**July 16-19 – Asheville, NC**

Booth 2561 – Next to Vita Mix!