

# Products

## Spa Management Best Practices



Authored by industry expert and spa consultant Melinda Minton of Minton Business Solutions, this first of its kind book offers hands on tips on the day to day management situations, problems and pitfalls faced in the spa. From nightmare operational ordeals to missed opportunities for profit, this book covers it all. Topics include:

- Marketing
- Customer service
- Menu design
- Merchandising
- Human resources
- Hotel/resort/club spas
- Medical spas
- Industry trends
- Troubleshooting
- Profit building tips

A well balanced combination of real world advice mixed with the latest in business systems, Spa Management Best Practices is a must for spa owners and managers or for anyone considering opening their spa facility. 339 pages.



## Opening A Spa

Written for the would be spa owner or manager, this book covers everything necessary to plan, open and operate a profitable spa facility.

Topics covered include:

- Spa Design
- Funding Options
- Financials
- Business Plans
- Marketing
- Leadership
- Human Resources
- Menu Design
- Customer Service
- Spa Trends
- Operations
- Retail

Authored by industry expert and spa consultant Melinda Minton of Minton Business Solutions, this first of its kind book offers hands on tips, practical advice, charts, floorplans and more making Opening a Spa a must have primer for anyone considering opening a spa facility.

## Medical Spas to Wellness Centers: The Next Wave

This book covers all of the crucial elements of wellness and medical spas. Written for those currently operating a medical practice or spa as well as those investigating opening that type of facility, the book is a virtual encyclopedia of information. Topics covered include:

- Types of Alternative Spas and Best Practices
- World Influences and Ancient Traditions
- Treatments and Therapies
- Plastic Surgery
- Laser Therapies and Laser Equipment
- Fitness Spas and Lifestyle Programming
- Anti-Aging
- Smart Drugs and Nutraceuticals
- Cosmeceuticals: Drugs vs. Cosmetics
- Trends: What's Hot-What's Next?
- Medical Spa Management
- Retail and Selling Systems in the Medical Spa



Authored by industry expert and spa consultant Melinda Minton of Minton Business Solutions, this first of its kind book offers hands on tips, practical advice, detailed data and more. Medical Spas to Wellness Centers is a must-have primer for anyone considering opening, expanding into or enhancing a medical spa facility.

## Pay Structures That Pay Off CD-ROM



As the spa industry matures opportunity is ripe but competition is also fierce. How a spa chooses to pay its technical staff can make all of the difference in employee retention, customer satisfaction, profitability and much more.

This first of its kind guide begins by explaining the importance of your compensation system, its purpose and the attributes by which to compare compensation system alternatives. It then defines the performance of your technicians and how to measure it, which is vital since your compensation system must encourage improved performance. Next, it introduces salary, commission and bonuses, the main ingredients with which to build your system. Many variations on the commission scheme are discussed and compared and guidance for combining salary and commission are provided. Retail compensation, perks, benefits and other topics are included as well.

Central themes are ensuring that your system allows you to attract and retain the best employees, encourages all employees to improve their performance in a manner which benefits your business, and minimizes your expenses. Since no system is perfect, careful attention is given to advantages and disadvantages so that you can create a system that best meets your individual needs. Advice is given for getting through stressful transitions with your employees.