



ESPA

Exceptional Service Personal Approach



Self-Learning & Additional Reading

ESPA Product Guide Update April 2023

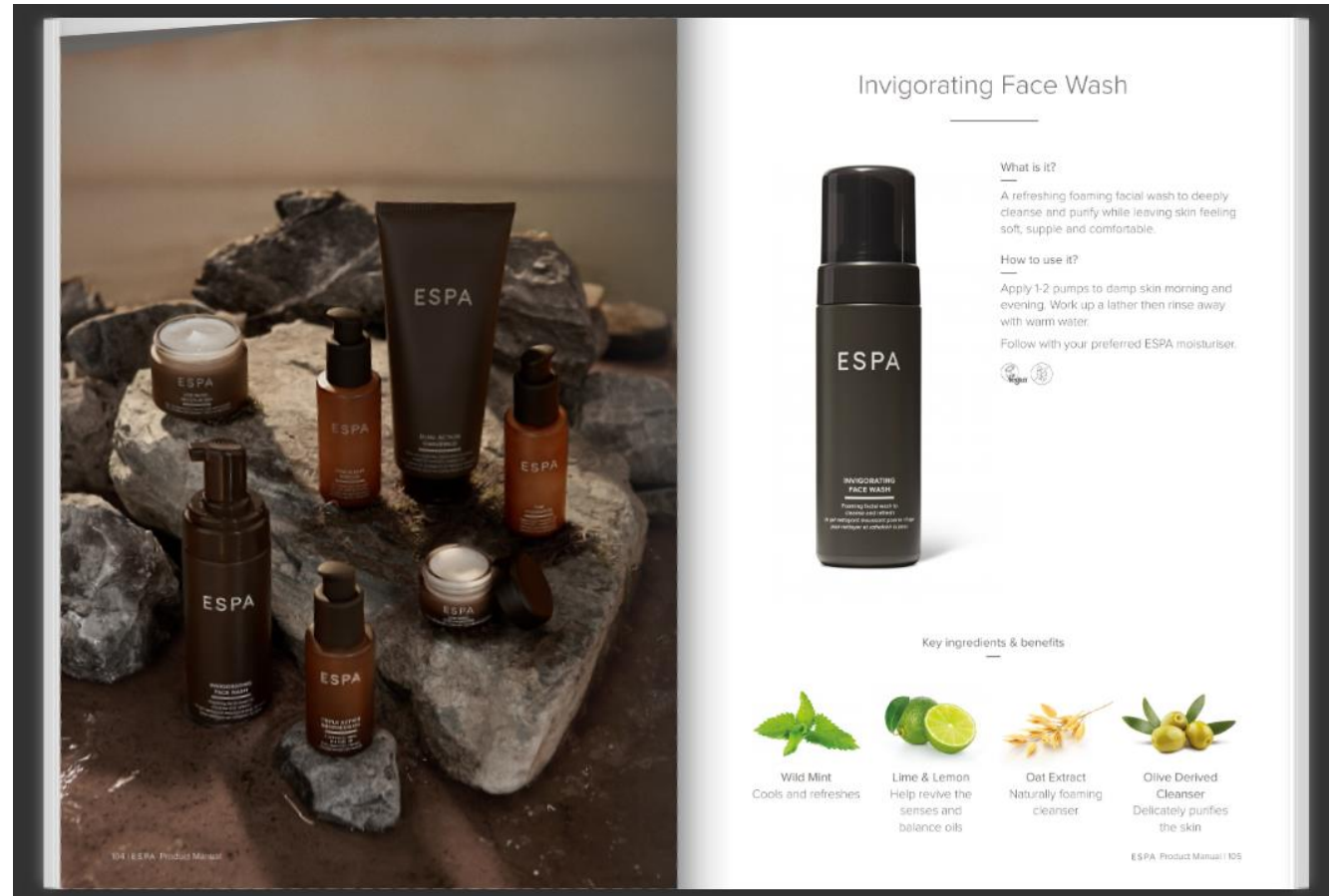
[Product Guide April 2023](#)



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Four Easy Steps to Recommending Products Naturally

Mindset



Ensure that you're in the right mindset by being...

- Know your products
- Confident
- Positive and passionate

Conversation



Engage in natural conversation to form a relationship

- Use open questions: Tell me, Describe to me...
- Listen intently to understand, not just to reply
- Understand the guest's priorities and lifestyle

Expertise



Use your expert knowledge to personalise the guest's experience

- Remember you are the "ESPA Expert"
- Clients are keen to have your advice
- Explain the product's benefits relevant to skin and lifestyle needs

Recommendation



Give caring, personalised skincare and lifestyle advice

- Be specific referring back to their priorities
- Focus on 1-3 products that would make the biggest difference and they will use!
- Mark on a client recommendation card for guest to take home



Touchpoints in ESPA Customer Journey

1. Consultation (*Mindset & Conversation*)

Engage and Recruit

Welcome with non-business related open conversation

Share your name and what treatment they are booked in for today. Explain what the treatment involves

Transition & Customer Path

Ask the customer questions such as "Have you used ESPA before?" or "Tell me what is your favourite ESPA product?" to open up the conversation

Explain about our origin, expertise and Tri-Active philosophies dependent on customer knowledge

Your personal consultation

Contact details

Title _____ First Name _____ Family Name _____ D.O.B. _____ Gender _____

Email _____ Telephone _____

Address _____

Are you: ☐ A member? ☐ A hotel guest? ☐ A day spa guest? ☐ A spa/salon client? ☐ None of these apply

Medical information

If you have any health condition (whether or not listed below) we recommend that you proceed only with your doctor's approval. Some conditions require a doctor's note.

☐ Heart conditions/Coronary ☐ Thrombosis

☐ Cancer/Chemotherapy ☐ Endometriosis/sensitivities

☐ High/Low blood pressure ☐ Food/diet allergies

☐ Diabetes (Type 1 or 2) ☐ Sleep Problems

☐ Epilepsy ☐ Skin sensitivity/Allergies

☐ Osteoporosis ☐ Scurvy

☐ Kidney/Liver disorders ☐ Hormonal Imbalance

☐ Thyroid problems ☐ Acne/eczema

☐ Prior operations ☐ Psoriasis/Szema

☐ Recent Operations ☐ Recent cosmetic surgery

☐ Pregnancy/Breast feeding ☐ Fillers/Collagen

☐ Depression/Anxiety ☐ Microdermabrasion

☐ Water retention/Oedema ☐ Chemical peels

☐ Claustrophobia ☐ Use of drugs/alcohol

☐ Joint problems/leggery mobility ☐ Retin A/Retinol

☐ Muscular pain ☐ Foot infections

☐ Asthma ☐ Contact issues

☐ Venous issues/DVT

Is there anything else you think we should know regarding your health that may affect or prevent you having treatment?

Are you taking any medication or homeopathic supplements?

Your permission

I consent to the use of my personal data (including any sensitive personal data) by the treatment provider for the purpose of my treatment and any future treatment. For more information about the privacy policy please refer to your treatment provider. I agree that any dispute or claim that arises out of or is related to such treatment and/or spa services shall be subject to the law and exclusive jurisdiction of the courts of the country/region in which the relevant treatment/service took place.

Guest signature (at visit) _____

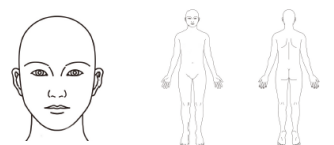
Date _____

From time to time we, and ESPA International (UK) Limited would like to contact you with information on new products and promotions. Please tick here if you wish to receive future mailings from ESPA International (UK) Limited ☐

Please tick here if you wish to receive future mailings from the treatment provider ☐

First visit

Please highlight areas of need / concern with a cross on the diagrams below, stating the issue. For example dry skin / irritation.



Tool: Consultation Cards

Sensory Testing



Spa-Fresh Tonics

2 dry cotton wool pads



Treatment Oils

Apply with ring finger to the back of the hand





Sensory Testing

Touchpoints in ESPA Customer Journey

Skin Vision & Conversation

Tool: Product Information Leaflets



Consultation & Discovery

Ask open questions to ascertain product preferences taking into account concern, need & lifestyle

Follows correct hygiene procedures, washing of hands or anti-bacterial gel

Demonstrates using sensory testing discussing the benefits of inhalation verses skin application

Following Cleanse protocol. Give the customer the mirror with skin vision advice, linking to words the customer has used about skin concerns & needs

Performs all steps of ESPA Treatment correctly and to the standard required

SkinVision Lamp / Skin Analysis

- Uses long wave UV light
- Shows different colours that indicate different skin types & skin conditions
- Allows the therapist & client to understand the skin better
- Incorporate into the facial treatment after the first facial cleanse
- The facial treatment can then be personalised to suit the client's specific skin needs



Normal skin	Small / medium pores, good moisture, even texture, no blemishes, firm	Blue-White
Dead skin cells	Flaky	White
Dry skin	Small pores, thin, flaking, sensitivity, milia, premature ageing	Light Purple
Thin, fragile and dehydrated showing first signs of ageing	Tight / taught, fine lines, crepiness, sensitivity, first signs of ageing	Dark Purple
Oily skin	Shiny skin / T-zone, blackheads and possible spots	Orange
Pigmentation	Uneven colour, brown pigmentation	Brown





Skin Analysis / SkinVision

Touchpoints in ESPA Customer Journey

Tool: Product Information Leaflets



Treatment

Building & Closing Sales

Sit the customer up and offer a water and the mirror to see the skin benefit. Ask how they feel?
And did they enjoy the experience?

Recaps recommendations using 'hooks' the customer has said and place saleable products to recap and discuss

Asks the customer to pick favourite products or cocktail items. Share lifestyle tips i.e. drinking more water to boost hydration

Confidently asks for the sale OR recommend additional products if customer closes the sale first

Introduces the Experience Menu (10 minute, Event or Treatment) and offers to book the customer in for a future appointment

Complete a product guide with all items discussed

Sample or dram with relevant products only

Touchpoints in ESPA Customer Journey

Fond Farewell

Goodbye

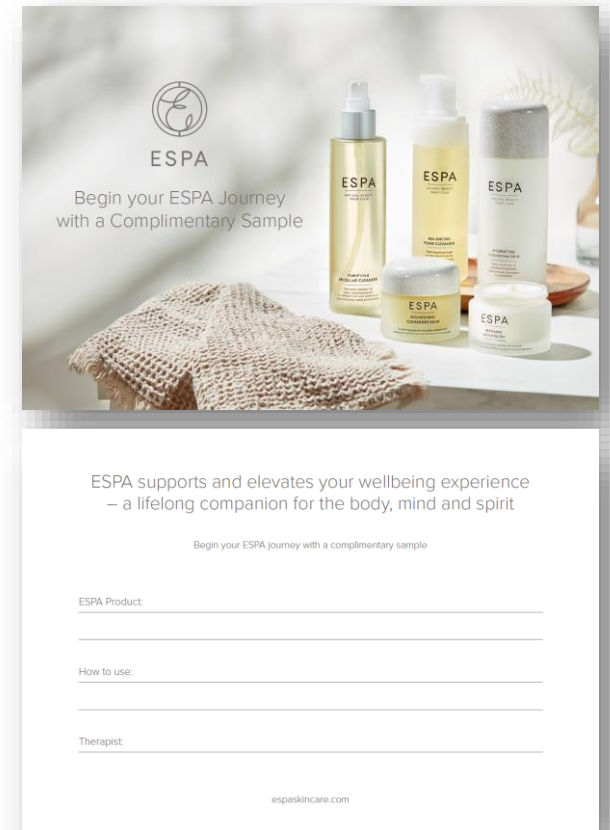
ESPA branded bag, hand to the customer with both hands

Offers a genuine goodbye and invites to return

Smile making eye contact

Lasting Impression
& Retain

Demonstrates ESPA Expertise and performs The Treatment to a high standard whilst confidently explaining the brands key philosophies.



Tool: Sampling Cards

Tips



Overcome Your Concerns

Confidence

Know your products and listen to your clients' priorities

Time

Recommend products during the consultation and treatment, not just at the end

Money

You're not buying it, the client is. Don't assume they won't or can't afford it - they booked the treatment for a reason. Share complimentary tips as well as product advice.

Listen

Listen to a guest asking prices and about a product you have shared.

Top Tips

Listen, focus on priorities and advise with passion

Always make the ESPA experience personalised and memorable

Remember you have so much wonderful knowledge - have the confidence to use it and your client will be thrilled!

If they do not buy - you've still done a really good job! Don't let it affect your next treatment.

Only recommend what you believe is right for the guest based on what they have shared with you from your consultation.

ESPA Lifestyle Tips

You have so much wonderful knowledge, remember to share it with your client

Recap your knowledge using the product training guide on pages 186 - 194



Recommend and Close

NEW for 2023

A7 Sampling Cards: 14215543

A5 Wellness Edit (Q1 2023: Strength): 14215536

2022

Product Information Leaflets:

All languages: new 2023, ordering codes coming soon

Consultation Cards:

All languages: new 2023, ordering codes coming soon

All existing tools from 2022 are available in this form, please request from your Spa Ops support

[ESPA VM & POS Order Form.xlsx](#)



Skincare

Facial Oils & Serums

All Skin Types | Active Nutrients:

Optimal Skin Pro-Serum 30ml



Optimal Skin Rejuvenating Night Booster 30ml



Optimal Skin Instant Facial 30ml



Normal | Dry:

Replenishing Treatment Oil 30ml



Oily | Combination:

Balancing Treatment Oil 30ml



Purifying Tea Tree Gel 50ml



Age-Defying:

Tri-Active™ Resilience Pro-Biome Serum 30ml



Tri-Active™ Resilience SOS Skin Clearing Serum 30ml



Tri-Active™ Regenerating Treatment Oil 30ml



Tri-Active™ Regenerating Bio-Retinol Sleeping Serum 30ml



Tri-Active™ Lift & Firm Intensive Serum 30ml





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Questions & Thank You

