



"We stick to quality retail product, while keeping an eye on retail cost. Starter kits sell really well. We encourage selling package[s] of six services (pay for five). Regular clients love this and often upgrade their treatments. We offer a unique 'pedicure of the month' package; purchase six (pay for five) or purchase twelve (pay for ten)."

Innovative services and marketing are particularly important during slow periods. Online discounts and promotions are offered to be used on slower days of the week. Affordable spa treatments are offered during the slower summer months and guests are encouraged to experience some of their favorite or new treatments at a lower price.

The Sanctuary Spa at Tradition gets a lot of exposure through participation in planned mall events and by networking with other businesses in the area. Gina tracks the spa's marketing strategies and knows what works and what does not. The spa takes advantage of free marketing, utilizing social media such as Facebook and Twitter to their advantage. "The price is right!" says Gina. "We market wherever we go!" adds Justine.

### Quality assurance

The spa recognizes the importance of ongoing product knowledge classes and advanced trainings, and regularly invites its manufacturers to hold in-service trainings for staff. These trainings are considered mandatory and are held during the slower months. Staff is also encouraged to take their vacation time during this period as well.

Barbara feels that even if you have been in business for years, attending trade shows is very important in order to stay current. "There are always new and exciting products and equipment to see, along with some great discounts," she says. Each year the family tries to attend several trade shows.

Every two years the spa gets a complete makeover, including new paint and linens. Anything that looks the least bit worn is fixed or replaced. "We never assume clients are just going to come; we continue to be proactive, giving our guests what they want. The menus are reviewed. Products and treatments are updated on a regular basis," says Barbara.

### Giving back

The spa has received community recognition for donating to nearly 50 organizations a year, including the Boys & Girls Club of America, neighborhood schools, community benefits and local churches. In 2007, the spa hosted a benefit that proudly provided more than 200 unwrapped toys for the disadvantaged children of Hibiscus House.

"It is so important to give back to our community and the people who have helped us become successful over the years," states Barbara. "The spa is our platform; it helps us reach out to others who are less fortunate.

"Giving back is something our family holds near and dear to our hearts," continues Gina. "Over the Fourth of July week-

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