

## **Chapter 2 Competencies**

After successfully completing this chapter, the reader will be able to:

- Explain the importance of planning.
- Monitor and identify trends.
- Answer important questions related to his or her overall spa and retail department.
- Evaluate how the retail space fits in with the spa's philosophy.
- Create retail classifications.
- Plan annual and monthly sales.
- Develop a compensation plan that drives retail sales.