

Chapter 6 Competencies

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

- Describe the synergy between sales and service.
- Identify the retail challenges and opportunities for spa managers, front desk staff, technicians, and sales specialists.
- List the steps to effective selling.
- Distinguish between education and training and how each contributes to more effective sales.
- Describe ways to add value to a customer's spa purchasing experience.