

5 SPA CONSULTING, LLC

OPERATIONAL TIPS FOR SPA PROFESSIONALS



Kate Mearns

Menu Engineering:

The art and science of enhancing a menu of services through strategic menu design.

The Menu of Services is your #1 marketing tool. It must be reviewed and updated frequently to ensure it is working for you. Ask yourself these **5** questions:

1. What is the popularity of each service?
2. What is the revenue contribution of each service?
3. Does your menu strengthen your brand?
4. Are guests selecting the services which make you the most money?
5. And finally, do the therapists enjoy the services and are they able to perform these services without fear of repetitive use injuries?

5 SPA CONSULTING, LLC
PO BOX 200 SURRY, VA 23883 USA
www.5spaconsulting.com
KMEARNS@5SPACONSULTING.COM

