

Spa Director Certification



**EASY, ONLINE OR ONSITE, PACKED WITH
INFORMATION,**



**INTERNATIONALLY RECOGNIZED
CREDENTIALS**



Level I and II

Get Knowledge
and then Get
More!

Become a Better
Manager

Enhance your
Resume

Job Placement
Assistance



Operations



- Trouble Shooting
- Creating Systems
- Day to Day Issues
- Teamwork
- Work Flow
- Staffing and Scheduling
- Phone Etiquette
- Software



Marketing



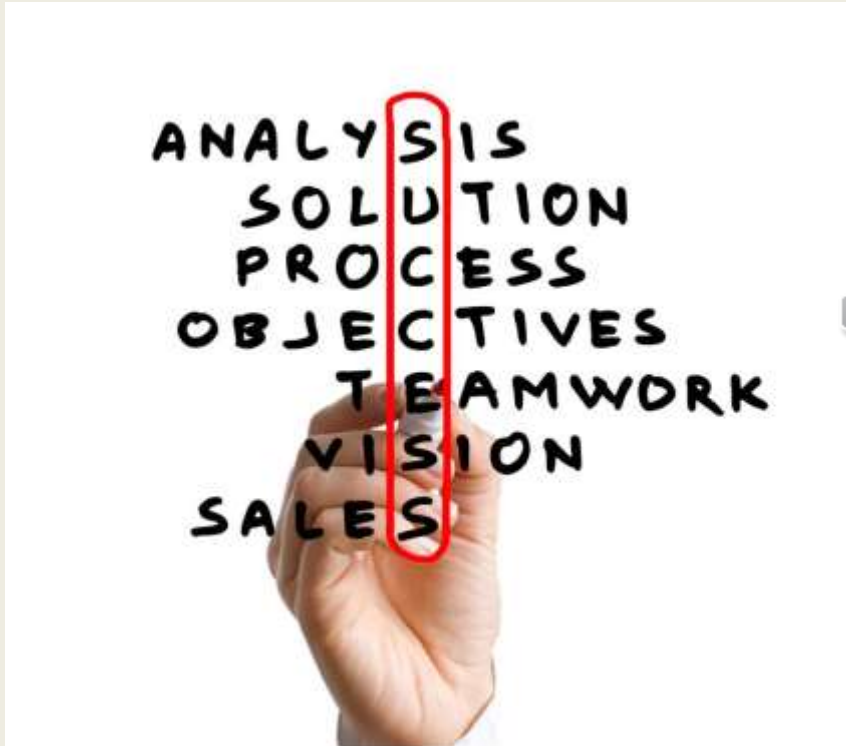
- Creating a Media Kit
- Buying Ad Space
- Public Relations
- Developing your Message
- Brand Building
- Social Media
- Merchandising
- Focusing on your Target
- Building Momentum

Financials

- Formulas for Success
- Pay Systems
- Offering Employee Benefits
- Choosing Software
- Important Ratios
- Lessons in Ledgers
- Crucial Margins
- Funding
- Expansions



Management



- Coaching
- Mentoring
- Training
- Offering Levels of Certification in your spa
- Pre-booking
- Client Education
- Goal Setting
- Case Studies
- Retention



Testimonials

“Melinda knows so much about the spa industry. Her management classes are the best available,” Tori

“I was worried about taking a class online but it was interesting, easy to fit into my schedule and so worth it,” Brennan

“I want to sign up my whole team,” Katie





The Spa Association
1001 E Harmony Rd.
Suite A-167
Fort Collins, CO 80525
970-218-5414



www.thespaassociation.com

www.spaminton.com

melinda@spaminton.com