

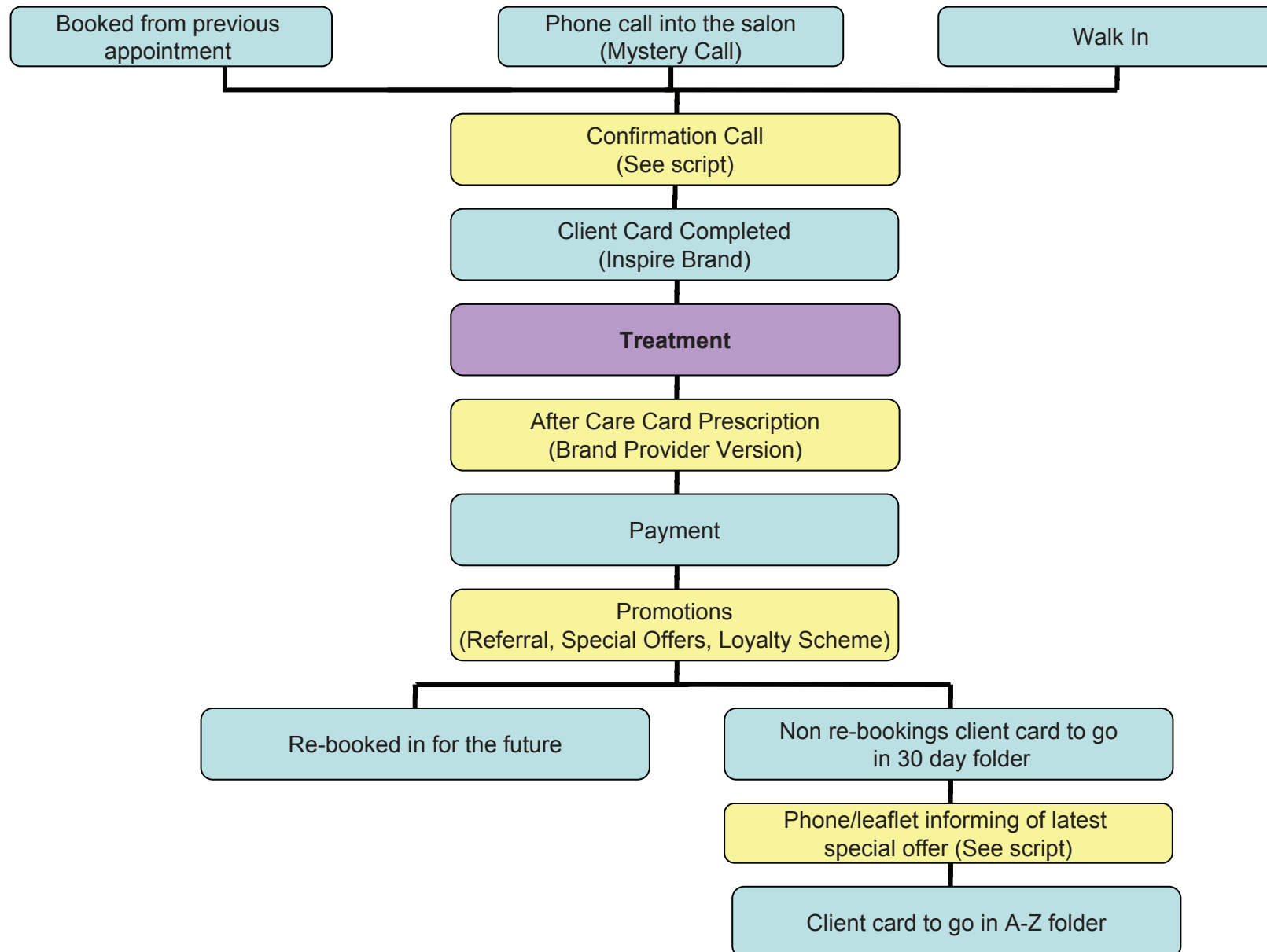
Standard Operations Procedures



Beauty Service Plan

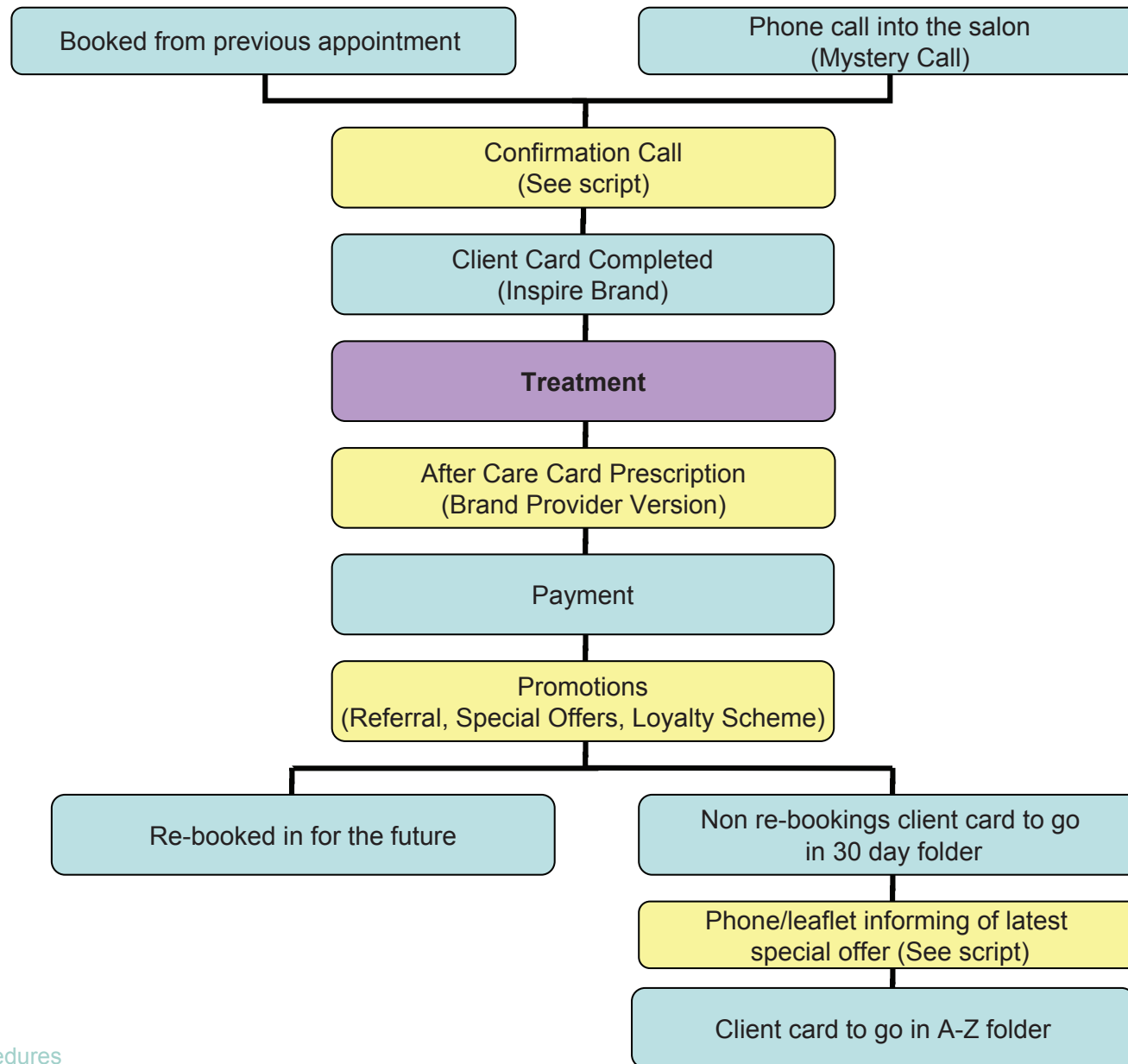
Inspire Beauty Service Plan...

Health Club Member



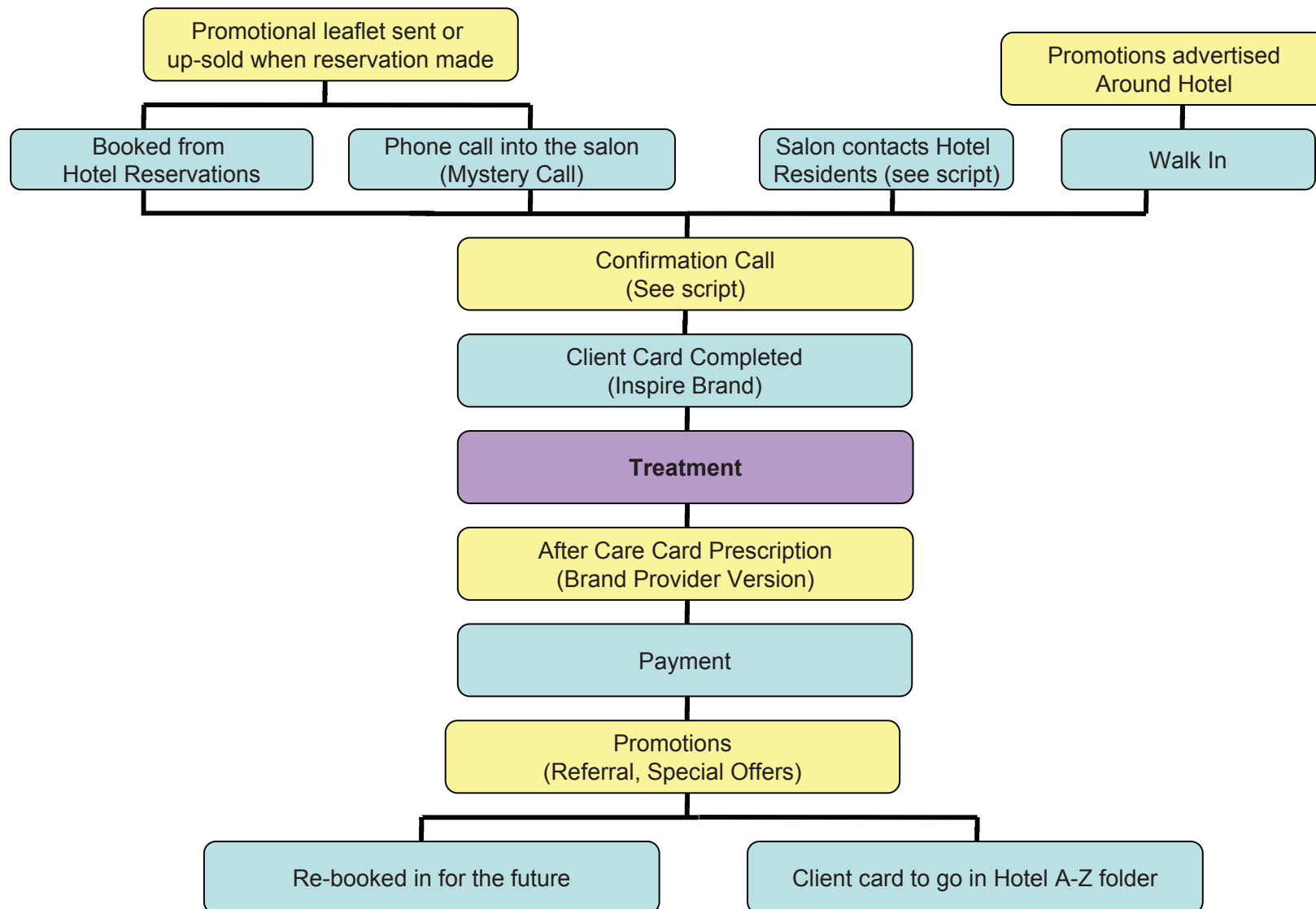
Inspire Beauty Service Plan...

Local Resident



Inspire Beauty Service Plan...

Hotel Resident



Text Messages
 Confirm appointments
 Promote to club membership database
 Promote to beauty database

Email Messages
 Email confirmations to all Clients
 Email upgrade to clients/confirmations
 Email ongoing promotions

Third Party
 Update promotions for day and residential
 Review competition
 Review spa ratings and ranking of spa

Company Website
 Latest offers monthly/seasonal
 Retail opportunity online
 Link in with leisure breaks offers

Website add ons
 Upgrade bedroom for day
 Upgrade referral/loyalty
 Add on gift for spa/treatments

Hen Parties
 Review hotel bookers
 Drinks & food packages
 Retail bundles

Hotel Reception
 Review daily availability
 Offer of the day at reception
 Team incentive

Contact Residents
 Call all leisure breakers before arrival
 Upgrade booked offer if space
 Pull weekend retail promotion together

Hotel Room Weekends
 Brochure in room
 Latest seasonal offer in room
 Retail offer in room

Sales Managers
 Contact LPR database
 Corporate lunch with tastings
 Sales managers to promote

Wedding Fares
 Promote hen weekend
 Promote wedding day prep
 Honeymoon indulgence

Voucher Planning
 Upsell xmas in Oct/November
 Mothers day in Jan/Feb
 Valentines in January

Beauty Retention
 Loyalty card in place
 Coffee mornings
 Inspire beauty promise followed

Product house
 Support retail training
 Support guest nights
 Agree seasonal promotions

Beauty Membership
 Agree rate that inc. leisure membership
 Offer to all beauty data base
 Offer to the leisure breaks club

Seasonal Advertising
 At xmas lunch/dinners
 Valentines
 Mothers day

Emergency Services
 NHS hospitals (staff)
 Police (staff)
 GP surgeries

Over 55's
 Post office
 Bingo halls
 Library's

Give a ways
 Use sample on outreach
 Give sales managers samples
 Beauty clients

Birthday/Anniversaries
 Member birthday presents
 Beauty database special occasions
 Look at hotel bookings for parties

Local Community
 Sports clubs
 Local associations/societies
 Women's institute

Inspire Teams
 Offer on pay slips
 Team incentive
 Friends & family Mon-Thurs

Lounge & Rest areas
 Tentcard
 Monthly promotion
 Beauty spa day offer

Studio
 Teacher incentive
 Promotion up in frame
 Have offer on back of timetable

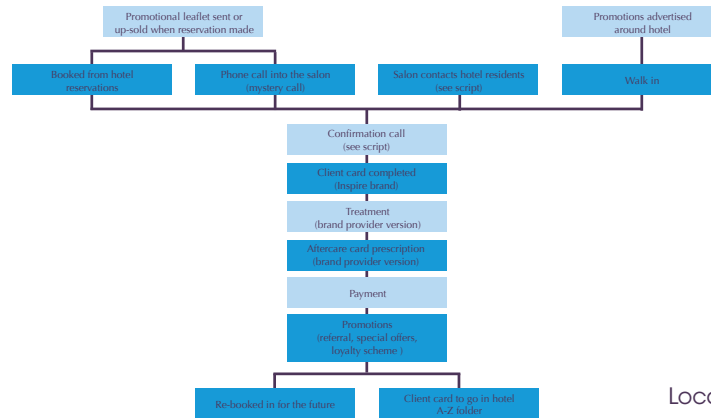
New Members
 20 min tastings
 Use as referral offer
 Offer as spot prize

Leafletting
 Grooming treatments only
 2 for 1 offer
 Referral to members/database

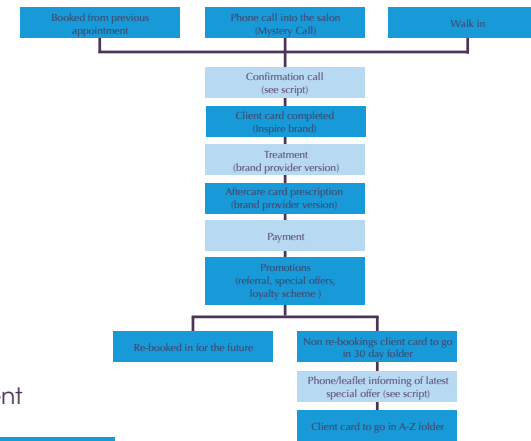


“bespoke” Inspire Beauty Service Plan

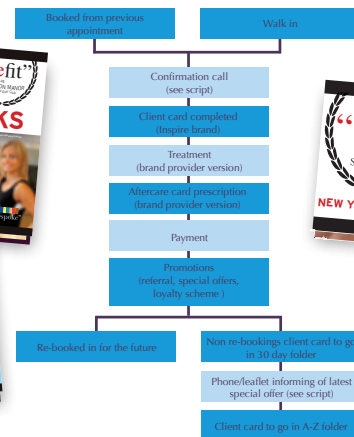
Hotel Resident



Health Club Member



Local Resident



Local Websites
 Are you on BT.com
 Are you on yell.com
 Are you on any local community sites

Swap Data Site to Site
 Are you on BT.com
 Other club members
 Beauty data base
 Future weddings

Retail
 Seasonal box sets ordered
 Monthly bolt on agreed
 Beauty night agreed

Reservations
 Know availability
 Up sell beauty on every booking
 Confirmation letters inc beauty

Beauty Service Plan

In order to ensure that high standards of service are continuously achieved, the Inspire Beauty service plan has been designed. Every beauty spa/salon MUST follow the step by step procedure to maximise revenue, client satisfaction and repeat business.

Three service plans have been designed to cover all clients.

1. Hotel Resident
2. Local resident
3. Health Club member

Enquiries

When a potential client contacts the spa/salon they are giving a very clear and positive buying signal. The objective is to gain their trust, details, give them the information they require to make a decision and most importantly book an appointment.

Enquires can take many forms from:

- Via Reservations
- Via Hotel Reception
- Incoming Telephone Call (Covered in section 7)
- Email
- Walk in

Confirmation Call/Credit Card Details

In order to ensure clients remember their bookings, which sometimes can be made months in advance, we are to conduct appointment confirmation calls.

This is an opportunity to show what great service your spa/salons offers. The call confirms the appointment time, the therapist conducting the treatment, up selling another treatment plus ensures that the client knows the location of the spa/salon.

This will be a positive customer service experience plus increase appointment show rate and revenue.

For treatments that cost more than £50, a deposit will be required to confirm the booking.

Client Cards

The cards are provided to ensure all relevant medical information is recorded. Appropriate action must be taken for any medical conditions, if you are in any doubt do not go ahead with the treatment and contact your Beauty Manager for advice.

Personal details are also completed on the form; this information is to be used to build a client database. (see client database section)

Before the treatment, a 5 minute consultation is to be completed. It is very important the Therapist conducting the treatment completes the consultation (see professional greeting). The Therapist is required to ask the client some personal health and skin questions. These are located on the reverse of the client card and it will give the Therapist an opportunity to highlight the products they are using and what the benefits will be to client. Opportunity for the Therapist to show their experience and knowledge, this will make the retail selling easier at a later stage.

Treatment

All treatments are to be carried out to the product provider's specification. The room is to be set to a suitable temperature, clean, tidy and presented to standard (see Health & Beauty SOP #4). All products being used are to be explained to the client.

After Care Card Prescription

Once the treatment has been completed an after care card prescription needs to be completed. This will highlight the products used during the treatment, what has had a positive result and what is recommended by the Therapist as a professional, for the client to use (this is where the previous display of knowledge and experience during the consultation will help).

Leave the client in the room to get changed with the products used and the completed after care card prescription.



Payment

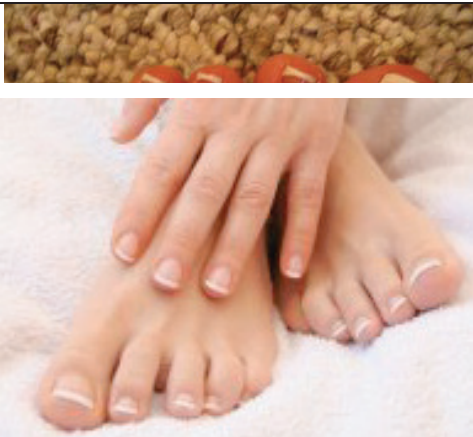

Before taking payment it is very important to ask if they have considered purchasing any of the products that have been professionally recommended to them.

Promotions

After the payment has been taken, hand over the latest promotion flyers, referral leaflet or loyalty card. Offers are to be explained to the client and it is essential to ASK the client if they wish to re-book in the future now.

HEALTH & BEAUTY SOP SOP #1a

TITLE: Personal Hygiene & Grooming Standards	DATE OF ISSUE: February 2012
OBJECTIVE & BENEFITS: To ensure all hotel team members meet the required standards of personal hygiene and grooming. This projects a consistent smart and professional image to guests/members	
HOW THE STANDARD IS TO BE ACHIEVED:	RESPONSIBILITY:
<ul style="list-style-type: none"> ✓ All Health & Beauty team members are to ensure that they adhere to the following Personal Hygiene & Grooming standards: ✓ General Hygiene <ul style="list-style-type: none"> - regular showers/baths taken to ensure a fresh clean appearance free from body odour - use of deodorant to ensure longer lasting freshness particularly as job roles may involve physical exertion whilst on duty - perfume, deodorant and aftershave must not have an overpowering fragrance ✓ Hair & Makeup <ul style="list-style-type: none"> - hair must be clean, neat, tidy and of a natural shade - hair longer than shoulder length should be tied back in a professional manner with no flamboyant hair accessories - haircuts should be no shorter than a No 2 - shaven hair designs are not permitted - faces must be clean shaven or with a neatly shaped and trimmed beard/or moustache - makeup should be kept to a minimum using subtle shades that naturally compliment the complexion ✓ Hands <ul style="list-style-type: none"> - hands must be kept spotless at all times - nails must be kept meticulously clean and well manicured - nail varnish must be of a subtle shade and kept in good repair ✓ 	<p style="text-align: center;">Health & Beauty Manager/Personnel & Training Manager</p> <p style="text-align: center;">All Health & Beauty Team Members</p> <div style="text-align: center;">  </div> <p style="text-align: center;">MEN'S DEODORANT BODY SPRAYS</p> <p style="text-align: center;">All Health & Beauty Team Members</p> <p style="text-align: center;">All Health & Beauty Team Members</p> <div style="text-align: center;">  </div>


TITLE: Personal Hygiene & Grooming Standards	DATE OF ISSUE: February 2012
<p>✓ Footwear</p> <ul style="list-style-type: none"> - footwear must be clean - heels should be no more than 2" high - when shoes are not worn for certain treatments feet must be suitably clean with manicured nails <p>✓ Jewellery & Piercing</p> <ul style="list-style-type: none"> - jewellery must be kept to a discreet minimum to give a neat professional businesslike image - earrings must be kept to a minimum of one pair (one in each ear) - jewellery MUST be removed when completing hands on treatments e.g. massage - male team members are required to remove their earrings whilst on duty - necklaces – maximum of one - bracelets – maximum of one - rings – maximum of one per hand (with the exception of wedding and engagement rings that can both be worn on one hand) - ankle chains are not permitted - piercing on any visible part of the body, including the tongue are not permitted - tattoos must be kept covered at all times <p>✓ The INSPIRED Corporate Uniform MUST be worn at all times when on duty</p> <ul style="list-style-type: none"> - name badges must be worn at all times when on duty - the wearing of personal clothing that is NOT the Company / Elemis Uniform IS NOT permitted for health and hygiene <p>✓ General Appearance:</p> <ul style="list-style-type: none"> - general appearance should always be both neat and professional 	 <p>All Beauty Team Members</p>  <p>All Beauty Team Members</p> <p>All Beauty Team Members</p>
<p>VALUE ADDED POINTS (where applicable): Items such as hair clips/ties that compliment the colour scheme of the Elemis Corporate Uniform will project an overall 'finished' appearance when worn</p>	

TITLE: Personal Hygiene & Grooming Standards	DATE OF ISSUE: February 2012
HEALTH & SAFETY IMPLICATIONS: High standards of personal hygiene ensure that guests and colleagues are surrounded by clean, odour free and professionally presented hotel team members at all times. Overall good levels of personal hygiene ensure that the hotel remains a safe, clean working environment	
HOW THE STANDARD IS TO BE MEASURED: Beauty Club Manager/Personnel & Training Manager checks	
REFERENCES: Beauty SOP #1 –Elemis Corporate Uniform Standards	
CONTACTS: Hotel Personnel & Training Managers Beauty Manager	

The Professional Greeting

- ✓ Hi my name is (NAME), I am the (POSITION) here at the (Hotel NAME)
- ✓ Firstly I need to get a few details from you.
- ✓ Have you completed a client card before?
- ✓ Yes – Find client card
- ✓ No – I just need to check some medical questions with you and find out what treatments you have had in the past. Please can I ask you to complete this form
- ✓ Today you are booked in for a (TREATMENT). This will consist of (explain treatment and what will happen).
- ✓ If you have any questions during the treatment please ask as I am more than willing/happy to answer any questions.
- ✓ I will be using the following products today (LIST PRODUCTS AND EXPLAIN BENEFITS). After your treatment I will give you the opportunity to view these products.
- ✓ How does that sound?
- ✓ Please follow me to the treatment room.

**HEALTH & BEAUTY
SOP #2a**

TITLE: Telephone Etiquette	DATE OF ISSUE: January 2012
OBJECTIVE & BENEFITS: To ensure that our telecommunications system provides a quick, efficient and clear service for our guests and external customers. Callers will receive a consistent, professional greeting at all times and be connected to the relevant department with ease	
HOW THE STANDARD IS TO BE ACHIEVED:	RESPONSIBILITY:
CALL ANSWERING: ✓ ALL calls both internal and external MUST be answered within 3 Rings <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: fit-content; margin: 10px auto;"> Thank you for waiting/I apologise for keeping you waiting... </div> ✓ Ensure the callers wait is acknowledged if the call has not been answered within 3 Rings ✓ <u>ALL calls must be answered by giving your FIRST NAME in the greeting</u> ✓ <u>ALL calls must be answered by using the name of the spa/salon in the greeting</u> ✓ External calls should be answered with the following script – ‘ Good Morning (insert appropriate greeting for time of day) Inspire Health & Beauty xxxxx speaking (insert FIRST name), how may I help you? ’ <div style="border-left: 2px solid gray; border-radius: 50%; padding-left: 20px; margin: 10px 0;"> <i>e.g. ‘Good Morning Inspire Health & Beauty Mary speaking how can I help you?’</i> </div> ✓ Internal calls should be answered with the following script –‘ Good Morning (insert appropriate greeting for time of day) Health & Beauty xxxxx speaking (insert FIRST name), how may I help you? ’	Health & Beauty Team <div style="text-align: center;">  <p><u>X 3 Rings Only</u></p> </div> Health & Beauty Team <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: fit-content; margin: 10px auto;"> Good Afternoon, Barceló Spa/Health & Beauty Mary speaking how may/can I help you? </div> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: fit-content; margin: 10px auto;"> Good Morning, Health & Beauty Jane speaking how may/can I help you? </div>

TITLE: Telephone Etiquette	DATE OF ISSUE: January 2012
<p>CALL HANDLING:</p> <ul style="list-style-type: none"> ✓ Always use the guest's name wherever possible during the conversation, this can often be found on caller i.d. or gathered during their enquiry ✓ Always give the caller your FIRST name so that they are aware of who they are speaking to <p style="text-align: center;"><u>FIRST NAME!</u></p> <ul style="list-style-type: none"> ✓ Always ask the guest before placing them on hold to ensure that they have the option to leave a message or call back later ✓ If a call is put through to the Health & Beauty extension in error <u>ALWAYS APOLOGISE</u> to the guest for the mistake as <u>IT IS NOT THE CALLERS FAULT</u> that they have been mis-transferred – <u>REMEMBER</u> to create a good First Impression (see Health & Beauty SOP #2) ✓ When transferring a call always inform the guest that you will be putting their call through to another department and where their call will be forwarded to ✓ If a guest query is not able to be answered immediately <u>ALWAYS</u> offer to find the information and call the guest back at a time that is convenient for them – do not pass the call from various departments or keep the caller on hold for an unnecessary period of time <p>TELEPHONE MANNER:</p> <ul style="list-style-type: none"> ✓ Ensure that the tone of voice used is friendly , polite and neutral ✓ SMILE down the phone to project a happy voice ✓ Let the caller hang up first so the call is not 	<p>Health & Beauty Team</p> <div data-bbox="858 638 1353 855"> <p>That line is engaged at the moment would you like to hold?</p> </div> <p>Health & Beauty Team</p> <p>Health & Beauty Team</p> <div data-bbox="1018 1126 1305 1377"> </div> <p>Health & Beauty Team</p> <p>Health & Beauty Team</p> <p>Health & Beauty Team</p> <p>Health & Beauty Team</p>

TITLE: Telephone Etiquette	DATE OF ISSUE: January 2012
<ul style="list-style-type: none"> ✓ Read Back Always read back the details of the booking to the guest. Eg. So Mrs Clarke you have booked a massage for this Saturday 20th Oct at 2pm for £25 and that is booked with Sarah, ✓ ALWAYS thank the customer/guest for calling ✓ REMEMBER colleagues in the Health & Beauty can see you are busy but a caller cannot – do not rush the conversation or try to hurry the guest off the phone 	<p>Health & Beauty Team</p> <p>Health & Beauty Team</p>
VALUE ADDED POINTS (where applicable): When conversing with a customer/guest/member that is known to the Health & Beauty team enquire after their well being – ‘Hello Mr Smith, how are you today/did you have a good weekend...?’	
HEALTH & SAFETY IMPLICATIONS: Possible neck strain – ensure that a risk assessment is carried out and the correct headset or shoulder rest is fitted where necessary – IF HEADSETS HAVE BEEN PROVIDED BY THE HOTEL THEY <u>MUST</u> BE USED	
HOW THE STANDARD IS TO BE MEASURED: Health & Beauty SOP #2 – First Impressions Support Calls Guest/Member Feedback	
REFERENCES: Support Call feedback and results	
CONTACTS: Health & Beauty Manager	

WEEKLY OPENING/CLOSING CHECKS

CLUB: _____

DATE: Week beginning _____

Control Measures / Observation Points	DAILY CHECKS Initial when checked							Action Required	Date done
	M	T	W	T	F	S	S		
Open Rooms									
Reception desk tidy & presentable (Displaying latest offers)									
Displays, side ledges & windows tidy & presentable									
Manicure/pedicure stations tidy & presentable									
Floors clean, tidy & presentable									
Clean towels stocked for day ahead									
All products stocked for day ahead									
Turn on all relevant equipment									
Suitable music turned on									
Therapy Couch decorated as appropriate (flower, stones etc)									
Stock room/cupboard tidy & products clearly labelled									

Control Measures / Observation Points	DAILY CHECKS Initial when checked							Action Required	Date done
	M	T	W	T	F	S	S		
Reception to be wiped down									
Displays, side ledges & windows to be wiped down									
Manicure/pedicure stations to be wiped down									
Floors to be vacuumed, swept & moped									
Dirty towel taken to laundry									
All products/equipment used to be wiped down (inc. wax pots)									
Turn off all relevant equipment									
Bins emptied									
Lock/close Rooms									

WEEKLY SAFETY CHECKS

CLUB: _____

DATE: Week beginning _____


AREA	Control Measures / Observation Points	DAILY CHECKS Initial when checked							Action Required	Date done
		M	T	W	T	F	S	S		
Beauty /Hair Salons	All lights working									
	Chemicals safely stored – separate, lids, no debris or spillages, labelled									
	PPE OK – Gloves, apron & mask									
	Sound equipment checked									
	Emergency alarm working									
	Area safe, clean and tidy									
	Non-disposable equipment sterilised before use									
	No hazardous substances left out									
	Shower heads descaled /disinfected									
	Fire doors clear and open freely									
	Evacuation routes clear									
	All extinguishers correct									
	Strip off duvets & replace with clean									
	All stool covers to be stripped and washed									
	Strip off pillow cases & replace with clean									

WEEKLY CLEANING CHECKS

CLUB: _____

DATE: Week beginning

AREA	Control Measures / Observation Points	WEEKLY CHECKS	Action Required	Date done
Wax Pots	Remove inner heat pot and clean the bottom and place on tissue			
	Tip remains of old wax from the bottom of the frame and clean with surgical spirit			
	Replace inner pot and refill			
Bins	Remove bin bag and dispose			
	Use surgical spirit to wipe bottom and round lid			
	Replace bin bag			
Floor	Hoover all floors			
	Mop with appropriate floor cleaner			
	With correct cleaning detergent wipe round all skirting.			
	Remove any stubborn stains or wax with a cotton pad and surgical spirit			
	Move all manicure desk and beds and bins and clean behind.			
Sides, windows, reception & displays	Any stubborn stains need to be removed with surgical spirit			
	All areas must be wiped over with d10			
	Polish main desk and displays with furniture polish if needed			
	Key board and phones are to be wiped over with a disinfectant			
Beds, Towels & Mits	Remove all towels from couches and manicure tables			
	Strip of the duvet covers off and pillow cases, replace with clean ones			
	All head bands and mitts collect and wash			
	All stool covers to be striped off and washed			
Draws & Cupboards	Empty draws and cupboards			
	Clean bottles and remove oily residue			
	Clean inside and outside of draws and cupboards			
	Clean handles			
	Replenish any low products			
	Write a list of out of stock products that need ordering			

TITLE: Beauty Treatment Rooms	DATE OF ISSUE: February 2012
OBJECTIVE & BENEFITS: The Reception area is the first area to be seen by a guest/member, it must therefore create an excellent first impression to ensure that the guest/member can register correctly for their visit. The correct process should be welcoming, polite and completed efficiently to allow the guest/member to register with the minimum of fuss	
HOW THE STANDARD IS TO BE ACHIEVED:	RESPONSIBILITY:
<p>Health & Beauty Rooms Set Up</p> <ul style="list-style-type: none"> ✓ Ensure that the Health & Beauty Room provides a clean, well maintained and welcoming environment to create the setting for a relaxing treatment ✓ Beauty Rooms MUST be clean, correctly lit, well maintained and free from clutter or debris ✓ Beauty Rooms MUST be set up correctly for each client: <ul style="list-style-type: none"> - equipment prepared, tested and safe e.g. waxing - each couch must be prepared with fresh towels and paper roll as applicable for each treatment - each prepared couch should have an item of impact to invite the guest into the environment - robes, towels and slippers to be available for guest use - clothes stand/hook to be available for guest use ✓ Where stereo systems are in place suitable background music MUST be playing – music must be non lyrical and suitable to a relaxing 4 star hotel Health & Beauty environment ✓ Any product displays should be clean, neat and suitable for the room set up 	<p>Health & Beauty Team</p> 
VALUE ADDED POINTS (where applicable): N/A	

TITLE: Beauty Treatment Rooms	DATE OF ISSUE: February 2012
HEALTH & SAFETY IMPLICATIONS: All Equipment set up safely and correctly	
HOW THE STANDARD IS TO BE MEASURED: Health & Safety Audit	
REFERENCES: Health & Beauty SOP #5 & #5a - COSHH Health & Beauty SOP #6 – PPE	
CONTACTS: Health & Beauty Manager	

**HEALTH & BEAUTY SALES
SOP #4**

TITLE: Client Card	DATE OF ISSUE: February 2012
OBJECTIVE & BENEFITS: Client cards are provided to store guest/client details and ensure that all relevant medical and health information is available to the therapist to be considered when completing treatments	
HOW THE STANDARD IS TO BE ACHIEVED:	RESPONSIBILITY:
<ul style="list-style-type: none"> ✓ EVERY guest/client MUST complete a Client Card before their first treatment at the club (see copy of card overleaf) ✓ Completed cards are to be stored in an A-Z filing system ✓ Completed cards MUST be checked at every visit to ensure that the treatment given is appropriate ✓ If the guest HAS NOT visited the salon in the last 6 months then the details MUST be checked to ensure that they are up to date ✓ Client cards should be prepared at the beginning of the shift to ensure that they are easily accessible when the client arrives ✓ Client cards help keep an accurate database of client details and retail products sold ✓ Client cards should be kept for a minimum of 3 years 	Health & Beauty Manager & Team Health & Beauty Manager & Team Health & Beauty Manager & Team Health & Beauty Manager & Team Health & Beauty Manager & Team Health & Beauty Manager & Team
VALUE ADDED POINTS (where applicable): N/A	
HEALTH & SAFETY IMPLICATIONS: Accurate recording of any relevant medical conditions	
HOW THE STANDARD IS TO BE MEASURED: Accurate client database	
REFERENCES: Health & Safety Policy Health & Beauty Sales SOP #6 – Client Database	
CONTACTS: Health & Beauty Manager	

**HEALTH & BEAUTY SALES
SOP #5**

TITLE: After Care Card	DATE OF ISSUE: January 2012
OBJECTIVE & BENEFITS: After Care Cards are provided to store guest/client aftercare advice and retail purchase details so this information is available to the therapist to be considered when completing future treatments	
HOW THE STANDARD IS TO BE ACHIEVED:	RESPONSIBILITY:
✓ After EVERY treatment the After Care Card should be completed	Health & Beauty Manager & Team
✓ The following details should be recorded: <ul style="list-style-type: none"> - products purchased (this can then be checked to ask the client if they require further supplies) - treatments they enjoy - details of any aftercare required 	Health & Beauty Manager & Team
✓ Keep a copy and give a copy to the guest	Health & Beauty Manager & Team
✓ Completed cards are to be stored in an A-Z filing system with client cards	Health & Beauty Manager & Team
✓ Completed cards should be checked at every visit to ensure that the treatment given is appropriate	Health & Beauty Manager & Team
✓ After Care Cards help keep an accurate database of client details and retail products sold	Health & Beauty Manager & Team
✓ After Care Cards should be kept for a minimum of 3 years	Health & Beauty Manager & Team
VALUE ADDED POINTS (where applicable): N/A	
HEALTH & SAFETY IMPLICATIONS: N/A	
HOW THE STANDARD IS TO BE MEASURED: Accurate client database	
REFERENCES: Health & Safety Policy Health & Beauty Sales SOP #6 – Client Database	
CONTACTS: Health & Beauty Manager	

Health and Beauty Sales

TITLE: Promotional offer	DATE OF ISSUE: September 2012
OBJECTIVES & BENEFITS: Members offers are to encourage regularity and repeat business from local residence	
HOW THE STANDARD IS TO BE ACHIEVED:	
✓ Offers are to be changed at least once a month to encourage clients return: • monthly offers • Weekly offers • Daily offers	Health and beauty manager
✓ Special dates must be kept in mind and advertised at least 2 month in advance • Valentines day • Mothers and fathers day • Christmas • Anniversary's	Health and beauty manager
✓ Offers should be not in conjunction with any other deal which the Spa may have with third parties	Health and beauty manager
✓ Reservations are to be made aware of the Deals currently running in the Spa to maximise up sell	Health and beauty manager & Team
✓ When booking in clients both at the Spa and Reservations should always make the client aware of the Spa Deals which are on offer	Health and beauty manager & Team
✓ When re booking clients always state the next deal for the following month (as they are more likely to come on a monthly basis rather than weekly)	Health and beauty manager & Team
✓ All members details stored in a client data base should receive a e mail with the monthly offer, or any other offers advertised e.g. weekly, Daily	Health and beauty manager
VALUE ADDED POINT N/A	
HEALTH AND SAFETY IMPLICATIONS N/A	
HOW THE STANDARD IS TO BE MEASURED: ACCURATE CLIENT DATA BASE	
REFERENCES: Health and beauty sales SOP #6-client data base	
CONTACTS Health and beauty manager	

