

How to hire a staff that grows cash based services

Bryan Durocher
Essentials Spa Consulting LLC, USA

Objective: To give attendees a better understanding of how to build a team of professional service providers and deliver a customer experience that focuses understanding how to best service their client and the practice as a whole. Provide the owner and manager the necessary interview questions and skills to hire effectively thus reducing turnover, and increasing productivity, profitability, and client retention.

Motivation Used: This course will help the physician and practice manager develop a stronger skill level with building a team of dedicated service providers who are loyal to the business and will grow multiple revenue streams. In addition it will give the practice owner tools for retention within the business.

Lesson Outline: This informative lecture will provide the practice with the essential tools to build and maximize their team's potential. You will learn Key interview techniques to determine which potential team members are right for you and move past the standard questions to ones that are thought provoking and show you who they really are. Walk away with ideas on how to set clear expectations right from the start in regards to cash based service expectations. Discover motivation techniques that inspire your people to be the positive example and the incentives to retain key staff.

Activities: Attendees will interact with discussion and learn 15 essential characteristic traits necessary that a service provider must possess. Discuss the specific criteria needed in job descriptions and how to introduce job descriptions and employee manuals into the workplace.

Leading Questions for Discussion:

1. Why it's important to define specific service provider characteristics for a cash based business in relation to hiring for the practice?
2. What are the best sources for finding interview candidates?
3. What questions should be asked during the interview process?
4. How do you hold staff accountable to their job descriptions?
5. What performance goals should be tracked by the practice owner when working with their team?

Summary Statement: At the conclusion of the lecture the attendee will have a better understanding of steps that are necessary in attracting, interviewing, and hiring productive, long term service providers to work within their practice.

Biography

Bryan Durocher is the author of Wakeup Live the Life You Love in Beauty, and a contributor to NBC South Florida Today and the founder of Essentials Spa Consulting and Durocher Enterprises. He was named one of the "Top 20 People to Know in the Beauty Industry" by Global Cosmetic Industry Magazine. He provides coaching, consulting, global industry trends, marketing solutions for med spas, spa and industry professionals internationally. Durocher Enterprises has been published in many articles and has provided business education internationally including Spa Asia, A4M Australia, Europe Dubai, TSA, International Beauty Show NY, Organization Mondiale Moscow, Allured's Face & Body, America's Spa Expo, ISSE, the Premiere Beauty Show in Orlando, and the International Esthetics, Cosmetics, and Spa Conference.

bryan@durocherenterprises.com