

SPA & WELLNESS · OPERATING STANDARD 124

# The Spa Boutique Standard

## WHO

Spa reception and boutique staff, checked by the spa manager

## WHEN

Every guest at the spa counter or shelves, from opening to close

## YOU NEED

Clean testers, the till and room-charge screen, gift wrap, the delivery log

## TIME TO TRAIN

45 minutes, with two role-played sales and one wrap

## What this standard achieves

Every guest at the spa counter is served within a minute, offered only what suits their skin or the treatment they have just had, and leaves with a correct bill and a purchase wrapped, held or sent to the room. The boutique stays clean, its testers stay safe to use, and its orders follow what guests asked for.

## Measured by

01

Every waiting guest acknowledged within 30 seconds

02

Every guest served within one minute of reaching the counter

03

Counter, shelves and displays cleaned before opening and at close

04

Every tester labelled, dated and checked every Monday

05

Allergies asked before any product touches the skin

06

No more than two products suggested to one guest

07

Every bill itemised, total read aloud, name checked against the room

08

Room deliveries made within 2 hours or at the guest's time

## PHASE 1

## Open the counter

STEPS 1–6

- 01 Thirty minutes before the spa opens, clean the counter, the shelves and the glass of every display: dust, fingerprints, rings left by bottles. Sign the opening line in the boutique log with the time.
- 02 Face every product forward with the label out, at least two of each on the shelf. Fill any gap from the stockroom before opening, never in the middle of a sale.
- 03 Check that every product on display has a price label in the spa's own style, and that the price on the label matches the price in the till.
- 04 Check the testers: one per product, marked "Tester" with the date it was opened, lid on, pump wiped. Spatulas and cotton pads beside every jar, so no finger ever goes into one.
- 05 Read the day's treatment diary and the product lines therapists wrote in yesterday's aftercare notes, so you know which guests may come to the counter and what for.
- 06 Open the till and the room-charge screen, and check the stock of gift bags, tissue paper, ribbon, gift cards and delivery labels for the day.

## PHASE 2

## Greet and attend

STEPS 7–11

- 07 Check yourself against The Presence Standard before the first guest: uniform, name badge, hands, and a voice kept at the level of the spa.
- 08 Attend a guest who stops at the counter at once. If you are already serving someone, acknowledge each new guest within 30 seconds with eye contact and a few words, and serve them within one minute.  
*"Good afternoon. I'll be with you in just a moment."*
- 09 If the wait would pass one minute, call a colleague from the spa desk. The counter is never left empty: whoever needs to leave it asks for cover first.
- 10 Greet the guest by name when you know it from the diary. Otherwise ask once whether they are staying with you, and use the name from then on, as The Name Standard sets out.
- 11 Let a guest at the shelves look first. After about a minute, ask one open question, and step back if they would rather browse alone.  
*"Are you looking for something for yourself, or a gift?"*

- 12** If the guest has just had a treatment, read the therapist's product line in the profile and start from it. The one suggestion at the end of a treatment is made at reception, as The Aftercare Standard sets out.

- 13** Otherwise ask two questions before you suggest anything: how the skin feels today (dry, oily, sensitive, after the sun) and what the guest wants the product to do.

*"How does your skin feel at the moment: dry, sensitive, or happy as it is?"*

- 14** Suggest no more than two products, each with what it does, how to use it and the price for the size shown. Never say a product treats or cures a condition.

*"This balm is for dry skin after the sun. Use it at night. It's €48 for the 50 ml jar."*

- 15** Ask about allergies before any product touches the skin. Show or read out the full ingredient list when asked, and name fragrance, nut oils and essential oils every time.

- 16** Offer the tester on the back of the hand with a clean spatula or the pump, never with a finger in an open jar. Hand the guest a tissue and wait for them to decide.

- 17** For a guest who is pregnant or has a skin condition, suggest nothing with essential oils or active ingredients until a therapist has confirmed it suits them. Call one to the counter if one is free.

- 18** If the guest declines, thank them and leave them to browse. Do not bring the product up again during the visit.

## PHASE 4

## Bill it correctly

STEPS 19–23

- 19 Ring up each product as its own line with name, size, quantity and price. Correct any wrong line at once, before the guest leaves the counter, and print a new bill.

*"That's the balm and the body oil, €96 in total."*

- 20 For a room charge, ask the guest to write the room number on the pad, never to say it aloud. Check the name against that room in the PMS before you charge it.

- 21 Present the bill in a clean bill folder, open and facing the guest, read the total aloud, and give them time to read every line before they sign.

- 22 For a card payment, the card stays in the guest's hand or on the terminal in front of them. It never goes out of the guest's sight.

- 23 Give the itemised receipt in the bag or by email, as the guest prefers. A line the guest questions after signing follows The Bill Query Standard.

## PHASE 5

## Wrap with care

STEPS 24–27

- 24 Wrap every purchase in tissue inside the spa's bag, bottles upright and lids checked tight. Seal anything liquid in a clear pouch so it cannot leak into a suitcase.

- 25 Ask whether it is a gift. If it is, take off the price label, gift-wrap it and offer a card for a handwritten message.

*"Is this a gift? I can wrap it and add a card, if you like."*

- 26 Offer to keep the bag at the desk or send it to the room, so the guest does not carry it round the spa or to the pool.

*"Shall we send this up to your room, Ms Haddad, or keep it here until you leave?"*

- 27 If the guest is flying, say once that liquids over 100 ml go in the hold luggage, and offer the travel sizes where the spa stocks them.

**PHASE 6**
**Hold or deliver**
**STEPS 28–31**

- 28 Label a bag kept at the desk with the guest's name, the time and your initials, and store it behind the counter, out of sight of other guests.
- 29 Send room deliveries within 2 hours, or at the time the guest gives, through housekeeping or the bell desk. Write the room, the name, the number of bags and the time in the delivery log.
- 30 Whoever delivers knocks and announces as The Door Standard sets out. If the guest is out, the bag goes on the desk in the room with the receipt in an envelope, never outside the door.
- 31 Confirm each delivery in the log with the time and the name of who took it. Any bag still at the desk at closing is chased the same evening.

**PHASE 7**
**Close and check**
**STEPS 32–35**

- 32 At closing, check the till against the day's sales, and make sure every room charge is on the guest's folio before you leave.
- 33 Clean the counter, the shelves and the display glass again, fill the gaps on the shelves, and lock the cabinet that holds the high-value products.
- 34 Every Monday, check each tester: in date, at least a quarter full, label clean, pump working. Replace any that fails, and log the date and the products changed.
- 35 At the end of each month, list what sold, what guests asked for that the spa does not stock, and which testers ran out first. Send the list to the spa manager for the next order.

## What to record

### The sale

- ☐ Guest name and room, checked in the PMS
- ☐ Products, sizes and prices
- ☐ Payment: room charge, card or cash
- ☐ Bill number

### Advice and delivery

- ☐ Skin type, or treatment just had
- ☐ Allergies asked: the answer
- ☐ Products suggested, tested, bought
- ☐ Held at the desk or sent to the room
- ☐ Delivered at, and by whom

### Boutique log

- ☐ Opening and closing clean: time, name
- ☐ Tester check: date, products changed
- ☐ Products asked for and not stocked
- ☐ Till checked at closing

## When the situation changes

### A product is out of stock

Say when it will be back, offer to send it to the room or the guest's home with the delivery cost stated, and log the request. Suggest one product that does the same job, once.

### The guest reacts to a tester

Rinse the skin with cool water at once, take the tester off display and call the spa manager. If the redness does not settle within minutes, call the duty manager for first aid.

### The guest checks out today

Post the charge at once and tell the front office before the guest reaches the desk. Hand the bag over in person instead of sending it to the room.

### The guest asks what the therapist used

Read the therapist's note in the profile, name the product and show it. If there is no note, ask the therapist or check the treatment sheet; never guess a product by its smell.

### A product caused a reaction at home

Refund it in the way it was paid, without asking the guest to prove it, and report the product and the reaction to the spa manager the same day.

### A visitor not staying in the hotel

Take payment by card or cash at the counter, with the name and a mobile number for anything that has to be ordered. Offer to hold the bag until they leave the spa.

## Common mistakes

### MISTAKE

Following a guest along the shelves naming every product. The guest came to look, and leaves to get away from the sale.

### MISTAKE

Letting guests try a cream from an open jar with their fingers. The next guest sees it, and the whole jar has to be thrown away.

### MISTAKE

Saying a cream will "fix" eczema or wrinkles. It is a promise the product cannot keep, and in many countries a claim the law does not allow.

### MISTAKE

Charging the room number the guest said aloud without checking the name. The charge lands on another guest's bill and is found at check-out.

### MISTAKE

Leaving the bag outside the guest's door. It disappears, or another guest finds it in the corridor with the receipt inside.

### MISTAKE

Suggesting at the counter a product the therapist advised against in the note. The guest hears two answers and trusts neither.

## Check your team

After training (45 minutes, with two role-played sales and one wrap), each person answers these without the sheet.

- 01 Within what time is a waiting guest acknowledged, and within what time served?
- 02 Which two questions do you ask before suggesting a product?
- 03 How is a tester offered, and what do you check on every tester each Monday?
- 04 How do you take a room charge without the room number being said aloud?
- 05 What two things do you offer once a purchase is wrapped?
- 06 What do you do when a guest's skin reacts to a tester?

## The Counter Before Opening

Thirteen checks for the 30 minutes before the spa opens. With the counter ready, you can look at the guest instead of the shelf behind you.

- ☐ Counter wiped: no rings, no fingerprints
- ☐ Display glass cleaned inside and out
- ☐ Price label on every product, matching the till
- ☐ Tester lids on, pumps wiped and working
- ☐ Tissues and a hand mirror on the counter
- ☐ Delivery labels and the delivery log ready
- ☐ Yesterday's therapist product lines read
- ☐ Shelves dusted, every product facing forward
- ☐ At least two of each product on the shelf
- ☐ One tester per product, labelled and dated
- ☐ Spatulas and cotton pads beside every jar
- ☐ Gift bags, tissue paper, ribbon and cards stocked
- ☐ Till and room-charge screen open and working

### How to use this with your team

Brief three items a day at the spa reception huddle. Whoever opens ticks the card and signs it each morning; the spa manager checks it twice a week against the counter and reads out any miss at the next huddle.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at [dolcevitahospitality.com/free-resources](https://dolcevitahospitality.com/free-resources).