

57% of 18-24 year olds and

48.5% of 25-34 year olds say social media influenced their choice of a hair salon or day spa.

Source: Ad-Ology Research



The Real World Expectations in the workplace

There's always a gap between what we learn in school and how things play out in the real world when starting that first job. Working as a skin care professional will have its rewards, challenges, and surprises. Being informed and realistic about how your workplace operates will better equip you for a fulfilling career.

Job Duties

Practitioners report that job duties can often be an area of conflict. At a spa, you may be expected to perform tasks outside just the delivery of skin care services. Will you need to answer the phone? Clean the room? Take out the trash? Act as a host for clients?

If you are paid by commission, will you be compensated for the time you spend on those additional duties? If these topics aren't mentioned during the interview process, ask. Your attitude toward performing additional tasks matters, whether you are an employee or an independent contractor, but more important is establishing an agreement about the situation before you start



work. By establishing job duties right from the start, you will reduce the odds of workplace conflict later.

Working With Others

Your ability to get along with coworkers is vital to success. Learn to identify and respect the differences in others' culture, behavioral characteristics, needs, and values. An important part of establishing a professional work environment is to recognize the strengths and weaknesses of each individual (including yours).

In a multiple-practitioner setting, working side by side with other estheticians (or massage therapists, hairstylists, or any other professional in the spa environment) can be a challenge for those who have previously worked on their own. There may or may not be a hierarchy in any given workplace. Respecting the work and training of others, as well as the integrity of the client, are important pieces of establishing a professional working environment.



In any workplace, there will occasionally be problems, whether related to a specific task or to a broader difference of opinion. Learn to recognize which issues really matter, when to stick to your guns and when to gracefully allow others to have their way. Active listening and empathy will help you manage a conflict and contribute to a better working environment.

Negotiating Skills

Negotiation does not mean one person wins and the other loses. If it's done right, both parties end up better off than when they started. Whether you're negotiating your wages with an employer, or resolving a workplace problem, be creative and try to find multiple points of value to bring up during the conversation. You will learn as you go, improving your ability to create a mutually beneficial situation. 🌱

Here to Help

ASCP answers your questions

The staff of Associated Skin Care Professionals (ASCP) is on the road frequently, visiting schools to share information and to help provide students with the tools needed to successfully transition to professional life. In this column, we answer some commonly asked questions. If you have a question, visit www.ascpskincare.com or email getconnected@ascpskincare.com.

Q. I've heard gift certificate sales are a great way to market my practice once I graduate. How do I get started on creating these?

A. If you want to offer these at your front desk, ASCP offers free printable gift certificates. Just click on the Marketing tab in the Members section of www.ascpskincare.com.

There's also an easy way to sell gift certificates online from your business website. TheGiftCardCafe.com is a service that lets you add a link or button on your site so clients can give one of your treatments as a gift to a friend. The client can email the gift certificate directly to the recipient, print it out for personal delivery, or order a physical gift card that can be shipped either by you or by TheGiftCardCafe.com. The gift certificates themselves are attractive and feature your own business logo. Clients can pay with American Express, Discover,



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*“Every
sale has
five basic
obstacles:
no need,
no money,
no hurry,
no desire,
no trust.”*

~Zig Ziglar

Mastercard, and Visa, even if you don't accept these cards in your practice. Various pricing plans are available. To learn more about The GiftCardCafe.com, click on Exclusive Member Benefits in the Members section of www.ascpskinicare.com.

Most gift certificate purchases are made after business hours, often at the last minute before a holiday or special event. This means you need online capability to sell gift certificates around the clock, at your clients' convenience. If you don't already have a business website, you can set one up for free through ASCP's Website Builder. As an ASCP member, you get free hosting, unlimited pages, and a variety of professional design templates and pre-loaded content to choose from, or create your own. Log into the Members section at www.ascpskinicare.com to get started with the Website Builder. 🌸

Fact-Finding Mission

Visit spas to get ideas for your own business

While learning to treat clients' skin, it's crucial to take care of yourself as well, by trying an array of bodywork, holistic therapies, and skin treatments. Sampling professional spa services is not only relaxing and enjoyable, it's an essential part of your education.

Make a series of appointments at various spas in your area and work your way through the menu of services—waxing, wraps, massage, and more. Your adventures serve multiple purposes. You'll experience the benefits your future clients will enjoy. You'll learn about various spa environments, helping you define what type of spa you want to own or work in. Finally, by keeping your eyes, ears, and mind open, you'll witness the nuances of effective customer service.

If you think you'd like to offer spa parties once you begin working, experience one yourself by booking a spa party with friends or classmates. Introduce yourself to the spa party hostess, letting her know you are an esthetics student, and ask her what she has learned while planning packages for spa visitors. Consider how long a spa party should last, based on how many people can be treated without feeling rushed. Pay attention to how the spa adds fine touches that can transform the event location into a soothing getaway, using food, music, scents, small gifts and all the other items used.

Your spa experiences as a client are a great chance to study everything that is going on. The beauty of this appealing assignment is that you get to repeat it as often as you like. Make your spa day a regular occurrence, and schedule your next appointment each time you go. And, above all, enjoy! 🌸





Key Questions As You Spa

- Did any of the professionals treating you make a particularly strong impression? What can you learn from his or her skills and style?
- Did other spa visitors seem pleased and relaxed?
- Did you observe or experience anything that motivated you to improve your own skills or learn something new?
- If you purchased any products, what made you select those items?
- How did the spa staff treat each other? Was there a sense of teamwork and respect?
- In what way did your spa day make you think about your own postgraduation plans?
- If you had been the esthetician or in charge of this spa, what would you have done differently?
- Was there anything you did not enjoy (including treatments, customer service, and overall spa atmosphere)?
- What would you like to try next time? ☺

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