

FINANCIAL & COMMERCIAL MASTERY

MODULE 8

Revenue Growth & Pricing Strategy

Price is what they pay. Value is what they feel. Get both right and your spa prints money.

MODULE OVERVIEW

What You'll Learn

Lesson 1

Pricing Psychology

Lesson 2

Revenue Growth Levers

LESSON 1

Pricing Psychology

- Anchoring: how price context shapes perception
- The decoy effect: three-tier pricing to guide choice
- Why discounting is almost always the wrong answer
- Premium pricing as a brand signal, not just a number

Revenue Growth Levers

- Increasing average spend per guest (upsell, cross-sell, upgrade)
- Increasing frequency of visit (rebooking, membership, packages)
- Increasing guest base (marketing, partnerships, referrals)
- Treatment mix optimisation: selling what's most profitable, not just popular

KEY CONCEPT



Discounting is borrowing from your future. Every £1 off the price is £1 off your profit — and £10 off your brand perception.

PRACTICAL EXERCISE

Apply What You've Learned

Audit your current pricing against three local competitors. Calculate your average spend per guest and design three strategies to increase it by 15%. Build a three-tier pricing structure for your most popular treatment category.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1 Apply pricing psychology to spa menu design
- 2 Calculate and optimise average spend per guest
- 3 Design revenue growth strategies across all three levers
- 4 Build compelling packages that increase per-visit revenue

Required Submissions

Pricing Audit

Competitive price analysis with positioning recommendations.

Revenue Growth Plan

Three strategies with projected financial impact over 12 months.

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Module 8 Complete

Next: Module 9