

FINANCIAL & COMMERCIAL MASTERY

MODULE 10

Retail Strategy & Revenue Diversification

The treatment ends. The retail relationship doesn't.

MODULE OVERVIEW

What You'll Learn

Lesson 1

Building a Retail Culture

Lesson 2

Revenue Diversification Beyond Retail

LESSON 1

Building a Retail Culture

- Why most spa retail fails (and it's not the team's fault)
- Prescriptive selling vs pushy selling: the clinical approach
- Training therapists to recommend, not sell
- Product knowledge as the foundation of retail confidence

Revenue Diversification Beyond Retail

- Memberships and wellness subscriptions
- Gift cards and experience packages
- Partnerships and affiliate revenue
- Digital products: online consultations, homecare programmes

KEY CONCEPT



*Therapists don't sell products. They prescribe
homecare. When you change the language, you
change the behaviour.*

PRACTICAL EXERCISE

Apply What You've Learned

Design a retail training programme for your team. Create three product prescriptions linked to your top treatments. Calculate your current retail ratio and set a 90-day target.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1 Build a prescriptive retail culture that feels natural, not forced
- 2 Train therapists to link treatment outcomes to homecare products
- 3 Design membership and subscription models for recurring revenue
- 4 Diversify revenue streams beyond treatment and retail

Required Submissions

Retail Training Plan

A structured programme with scripts, product links, and practice exercises.

Diversification Strategy

At least two new revenue stream proposals with financial projections.

FINANCIAL & COMMERCIAL MASTERY

Module 10 Complete

Next: Module 11