

Storefront

ROOKIES

Boot Camps for Spa Retailers

A SLOWING ECONOMY AND INCREASED COMPETITION ISN'T YOUR FAULT – BUT IT IS YOUR PROBLEM. HERE'S HOW YOU CAN FIX IT.

“My primary competition used to be the spa dealer down the street. Now it's fancy vacations, mid-life-crisis high-end automobiles, plasma TVs and recreational vehicles.”

How often have professionals in the ‘spa biz’ said that, heard that or dreamed that?

“More times than I care to count,” says industry sales and marketing guru, David Carleton. In fact, it's hearing that refrain, as well as experiencing it during his six years as a vice president of a major U.S.-based spa manufacturer, that led Carleton to create the Spa Dealer Marketing Boot Camp, a two-day seminar designed to teach dealers leading-edge sales and marketing techniques and to offer them much-needed expert advice and information regarding strategies and tactics that have been proven to generate leads and close sales.

Sponsored by *SpaRetailer*, Boot Camp is not your father's traditional old-school sales training, nor is it manufacturer-specific indoctrination. During Boot Camp, decision-makers such as owners, general managers and company presidents will learn how to identify niche marketing opportunities, how to shorten the sales cycle by as much as 50 percent and how to exponentially increase traffic flow and lead generation – in other words, how to get more potential customers in the

door. In addition, innovative Web site and Internet promotional strategies are demonstrated, discussed and analyzed.

Industry vet Carleton, President of Street Smart Sales and Marketing, jokes that he didn't just wake up one morning and “magically know everything there is to know about this topic.” With a 30-year track record of success, he has worked in the trenches for companies ranging from start-ups to Fortune 500s, including being responsible for developing programs that helped hundreds of spa dealers in thirty countries generate leads, enhance their marketing effectiveness and grow their sales numbers.

“No matter what spa brand a dealer sells or how bad the economy is perceived to be, the fact of the matter is that there are still plenty of customers willing and able to purchase big-ticket items,” says Carleton. “The problem for dealers often lies in knowing how to implement savvy strategies that target these specific types of consumers, that pique their interest in spas and get them to visit your showroom.” ■

For more information, including how to register for Boot Camp, call 858-442-3131 or visit SPADEALERBOOTCAMP.COM.

“Over many years, I've seen, learned and absorbed the best marketing practices from the best companies and industries and I've crystallized them into a seminar that will knock the socks off of spa dealers.”

—David Carleton, President,
Street Smart Sales and Marketing

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