



**WALKING TALKING**  
COMMERCIAL INC.



**YOUR SPA.**  
**IN MOTION.**

**STRATEGY,**  
*Clarity,*  
*Results.*

**HAND & STONE**  
MASSAGE AND FACIAL SPA

restore • relax • refresh

MASSAGE | FACIALS | WAXING | BODY

*"We put your spa in motion  
from the ground up."*

Serving The Entire  
Spa Industry Nationwide

For Over **30 Years**



**WALKING TALKING**  
COMMERCIAL

# YOUR SPA. IN MOTION.

*Real people. Real conversations. Real results – in your community*

**PAVEMENT – PRESENCE – MOVEMENT**

*Start small and visible • Build consistent presence • Achieve local authority*

**3 Day  
Minimum**

**4 Hours  
Face-To-Face**

**4 Hours  
In The Spa**

## GRASSROOT MARKETING

**\$500**

- ◆ Ground-level engagement & community awareness
- ◆ Create immediate human connection and brand visibility where your customers already are.

### FIELD REPRESENTATION

- ◆ Walking Talking Commercial brand representation in the field
- ◆ Face-to-face brand engagement with real customers
- ◆ Immediate foot traffic generation
- ◆ 300+ Face-to-Face personalized interactions
- ◆ Gift card growth and expansion insights
- ◆ Coverage area: 3 to 5 mile radius
- ◆ Brand awareness activations at targeted community touchpoints
- ◆ Contacts imported for email marketing

### CONSULTATION

- ◆ Initial brand assessment and market observation session
- ◆ Post-activation debrief with actionable visibility report

## PAVEMENT • PRESENCE • MOVEMENT

**\$1,500**  
Starting /per month

**4 Days  
Execution**

**1 Day  
Per Week**

**4x  
Per Month**

### **SPA ASSOCIATES & FRONT DESK**

- ◆ WTC Methodology 3-5-8
- ◆ Teach & Train Priority Staff
- ◆ Membership Sales
- ◆ Proper Way to Greet Clients
- ◆ Train High Ticket Services (Himalayan / Hot Stone)
- ◆ Google 5-Star Review Consistency
- ◆ Gift Card Sales

### **MASSAGE THERAPISTS – LMTs**

- ◆ How to Maximize Retention with New & Existing Massage Clients
- ◆ How to Sell Upgrades
- ◆ Strategies for Ongoing Retention
- ◆ How to Keep Spa Complaint-Free
- ◆ Client Member Awareness – Attention Buttons
- ◆ SMG Rules Survey / Retention 100%
- ◆ Feedback Systems

### **AESTHETICS DEPARTMENT**

- ◆ Teach & Train Membership Sales
- ◆ Teach & Train Product Sales
- ◆ Teach & Train Double Upgrades

## MANAGERIAL / ADMIN DUTIES

**\$250**

### ***In-office – 4 hours per day***

- ◆ **Teach & Train Staff:** Role-specific coaching on spa floor operations, standards, and daily responsibilities
- ◆ **How to Answer Phones:** Scripting, tone, proper greeting protocol, handling booking inquiries, upselling, and managing cancellations professionally
- ◆ **Spa Check-in Process:** Welcoming clients efficiently, confirming service details, reviewing intake forms, and setting the right tone before appointment
- ◆ **Scheduling & Booking Management:** Filling the book strategically, minimizing gaps, coordinating therapist availability, and managing last-minute changes
- ◆ **Dealing with Therapists:** Communication standards, conflict management, shift coordination, and staff accountability
- ◆ **Hand & Stone CRM Training:** Client notes, membership tracking, booking flow, and performance reporting



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# ADDITIONAL *BENEFITS*

## **Capturing Contacts & Building Your Customer Database**

- Train staff to confidently request contact details in a natural, value-driven way
- Build a growing database to support email marketing, promotions, and client retention
- Turn one-time visitors into repeat customers through consistent communication
- Create opportunities for follow-ups, special offers, and membership conversions
- Strengthen long-term relationships by staying top-of-mind with your audience

## **Gift Cards & Driving Online Bookings Strategy**

- Train staff to naturally introduce gift cards during checkout and client conversations
- Promote gift cards as experience-based gifts for birthdays, holidays, and special occasions
  - Position services as “perfect gifts” to increase average transaction value

## **Proven Communication Networks**

- Staff training on phone communication, appointment setting, and membership conversion
  - Proven call-handling systems to improve booking rates and client experience
  - Front desk training designed to turn inquiries into scheduled appointments

**Call Steve "Mr. WTC" Bhatia**  
for a personalized spa experience!



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