

skin centre handbook template

Skin Centre Handbook

*Include a contents page for easy reference and navigation*

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**Skin Centre Culture**

*Define the Brand*

*Why do you do what you do?*

*What is your company vision or mission statement?*

*Points to consider include: Our People, Our Products, Our Store, Our Service, Our Standards.*

**Skin Centre Policies**

Conduct

*Based on your skin centre culture, outline your expectations for professionalism, conduct towards clients and colleagues etc.*

Grooming and Attire

*Acceptable hair styles and colour*

*Make-up expectations*

*Nail hygiene and standards*

*Acceptable jewellery*

*Uniform cleanliness, pressed and appropriately hemmed. Visibility of undergarments and approved footwear.*

*Placement of name and product badges*

*Acceptable seasonal / office / reception attire*

Time and Pay

*Salary payments, bonuses or commissions and expectations of individuals to hit set targets*

*Review period, and influence on annual increments or bonuses*

*Out of hour’s commitments for example exhibitions, training or events*

*Punctuality and lateness, not only arrival and departure times but lunch breaks and treatment punctuality*

*Holiday entitlement and restrictions*

*Sick pay*

*Notification of sickness and absence policy*

*Medical certificates / fitness for work / long term illness*

*Additional leave requests; unpaid, lieu or religious holidays*

Family Friendly Policies

*Maternity leave and benefits*

*Paternity leave and benefits*

*Family leave*

*Parental leave*

*Compassionate leave*

*Urgent dependant leave*

Travel and Expenses

*Expectations and entitlements when travelling to event or training venues*

*Skin centre purchases and petty cash*

Benefits

*Medical or pension schemes*

*Skin centre treatments*

*Product purchases*

*Ongoing training programmes*

*Additional incentive programmes*

Support Structure and Training

*Probation period, expectations at each milestone, outline that it’s a process for both parties to feel like the role is a fit.*

*Ongoing mentoring or review protocols*

*Your commitment to investing time in staff training and development*

*Training agreements, timelines and implications*

Safety and Housekeeping

*Health and safety policy including; general safety rules, fire marshal and first aider information.*

*Good housekeeping guidelines.*

*Smoking*

*Fragrant foods, designated eating areas and storage*

*Visitors or children in the workplace.*

*Use of skin centre equipment including PC and phones*

*Employee personal property*

*Alcohol and drug policy*

*Eye wash procedure*

Social Media Etiquette

*Preferred policies on appropriate comments, and interactions with clients.*

*Any expectation of individual engagement on business sites*

Data Privacy Policy

*Consider non-disclosure agreements regarding embargoed products, where the team receive training prior to global reveal.*

*Expectations in managing or sharing customer and business data or information.*

**Skin Centre Procedures**

Morning Set-Up

*Procedure for opening the skin centre. List priorities, for example turning on wax pots and listening to messages first.*

*Items to be addressed at the start of the day like; laundry, client cards, cleaning, lights, setting up refreshments etc.*

Evening Closures and cash up

*Procedure for cashing up and locking up.*

*Items to be addressed at the end of the day like; laundry, filing client cards, cleaning, lights, tidying up refreshments, switching electrical off*

Treatment Room procedures

*Stock control and usage*

*Trolley and bed set-up*

*General cleanliness and hygiene standards*

*Electrical equipment, safety, maintenance and cleaning*

*Laundry and linen*

*Client care procedures*

*Treatment times and expectations including Face Mapping® skin analysis, Skin Bar® or MicroZone®*

Retail & Common Area procedure

*General cleanliness and hygiene standards, including staff kitchen/room*

*Stock control, merchandising and shelf and product cleanliness*

*Face Mapping®, Skin Bar® and or ProSkin procedures*

*Bookings and till procedures*

*Customer service procedures*

Fire Safety

*Evacuation routes and alarm sounds or testing*

*Client care procedures in the event of a fire (especially if they have product on their skin)*

*Eye wash and emergency – portable – product removal kits*

*Fire Marshall*

Greeting and Farewell procedure

*How is a client greeted within the business? What special touches do you offer?*

*Thanking clients for purchases.*

Client Complaints and Refund Policy

*Skin centre procedure for handling complaints and record keeping*

*Skin centre procedure and resources for skin responses*

*Actioning a treatment or product refund and authorisations*

*Customer service provision to retain client loyalty*

Conduct and disciplinary procedures

*Disciplinary procedures*

*Problem resolution and grievance procedure*

**Performance Criteria for Retailer / Front Desk**

brand representation

* *Embodying and maintaining skin centre brand expectations*
* *Reflects brand guidelines in appearance and language*
* *Maintains reception area; free from clutter, effectively merchandised according to current promotion and is clean and hygienic.*

excellent communication and networking skills

* *Proactively developing professional relationships with clients; welcome each guest with a smile, can comfortably initiate and engage in conversation and actively listen to client needs.*
* *Assertive and clear, yet supportive conversations*
* *Confident networking abilities; Face Mapping® and Skin Bar®*
* *Communicate treatment USP’s through personal experience*
* *Positive confirmation calls that reinforce for clients the value of treatment resulting in confirmed attendance*

proactive organisational skills

* *Prioritise clients without overlooking other tasks or colleagues*
* *Action messages and skin centre needs*
* *Actively generate treatment bookings through networking conversation and personal passion*
* *Proactive in reaching out to clients with information on new treatments, products or events*
* *Maintain familiarity with business resources and treatments*
* *Willingness to learn and troubleshoot on one’s own before seeking help*

pc literate

* *Basic knowledge of MS Office packages*
* *Accuracy and attention to detail when utilising skin centre systems.*

**Performance Criteria for Professional Skin Therapists**

skin therapy skills

Comprehensive Product Knowledge

* *Accurately recommend and treat any skin condition*
* *Use and recommend products correctly and safely*
* *Understand the method in which product positively impacts skin condition to promote healthy skin*
* *Exhibit a good general knowledge of all aspects of skin and body therapy*

Practical Skills

* *Perform treatments and routines correctly and without aid*
* *Understand the purpose of techniques or massage movements*
* *Understand how to adapt techniques, if required, due to contraindication – including sensitisation, injury, etc*

Retailing Skills

* *Demonstrate key principles of HAPPY retailing*
* *Confidently provide lifestyle advice, regimen recommendations and treatment suggestions personalised to the client’s stated concerns and product preferences*
* *Contribute to business growth in services, retail and both existing client retention and new client acquisition*

customer service skills

* *Engage with every client, listen and meet their needs*
* *Be approachable, polite and respectful*
* *Deliver on standards and create a professional environment that builds customer loyalty*
* *Deal with a complaint effectively which achieves an acceptable resolution for both parties*

communication skills

* *Effective client interaction from arrival to departure*
* *Ability to clearly communicate services, retail and promotional offerings to positively impact skin centre and individual targets*
* *Have positive and professional interactions with line manager to discuss ongoing development, current goals and targets*
* *Build professional relationships with clients and team members*

**Performance Criteria for Lead Therapists**

The Lead Therapist is expected to be an outstanding Dermalogica Skin Therapist who can perform customised treatments whilst ensuring the daily operations in their location is maintained to a high standard.

The Lead Therapist should demonstrate a thorough knowledge of the business procedure and protocol while being able to support, motivate and lead the team daily.

The skills listed below are over and above the requirements for a professional skin therapist.

coaching skills

* *Have a thorough grasp of the professional skin therapist performance criteria*
* *Actively use performance criteria to provide an objective assessment of staff members’ performance and skill set*
* *Offer constructive feedback on skills and compose an individual action plan when required*
* *Monitor implementation of feedback and development of skills for evidence of improvement.*
* *Report staff progress to the line manager in respects of performance.*

leadership skills

* *Lead by example and be consistent in performance and conduct*
* *Motivate and inspire team to work towards skin centre goals*
* *Ability to manage day to day staff challenges professionally and objectively*
* *Constructively manage staff to achieve skin centre targets via recruitment; induction and mentoring*

task management skills

* *Prioritise workload with the needs of the customer, team and tasks in mind*
* *Demonstrate initiative in identifying skin centre opportunities and areas for growth*
* *Proactively problem solve and implement strategies that improve skin centre performance*
* *Able to set and monitor realistic targets for individuals, team and skin centre*
* *Roster team for most effective staff utilisation with customer demand in mind*

Employee acknowledgement

*Description of agreement reference ACAS site*

*Employee; full name, signature and date*

*Employer; full name, signature and date*

Please sign and return this page to the manager or lead therapist before first probation meeting.