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Day Spas and Resort Spas Set a Bad Example

When spas and resorts overlook needed training and customer relationships it's a loss for the industry and the client. Unfortunately many will run into gaps in training and service. Don't let your spa be one of them!

/24-7PressRelease/ - SALT LAKE CITY, UT, November 23, 2007 - With our society highly focused on both inner and outer beauty and wellness, it is key that our spas and therapists don't lose sight of the real purpose they are in business. Results based, experiential services and the client. Many spas say they are lacking the clients they need and the wanted exposure to make them successful. Much of that is due to gaps in training and insufficient customer service, because people don't want to justify the cost for training. That sets a bad precedence for the industry. That is why providing cutting edge training seminars and in depth business reviews are one of the top priorities of www.spa-college.com, and www.thelotuseffects.com .

Most recently Spa College and Lotus Effects trainers had big success in focused seminars in Costa Rica and Mexico City to address both hands on and theoretical training for spas and individual entrepreneurs. Training is needed not only nationally, but internationally. These courses pulled from business tools and insights from the spa and hospitality industry, along with showing how to access industry's across the board for resources.

We have all heard of less than stellar spa services, maybe even experienced one ourselves. Without the correct training, it can go beyond that, with lack of knowledge of products, contraindications, treatment/client needs or even bordering on ethical and boundary violations. This kills your business and drives a wedge in the seamless flow of what a spa needs and our industry is trying to portray.

Liz Galloway, who has trained people in several countries says, "It's almost a universal problem that I continually run into. You can't expect your staff to perform as needed, or act as your ambassadors without the right career training and support." She goes on to say, "Invest in training where it counts, so it doesn't affect your bottom line. You can't fake good training."

Don't let lack of the right training or support of your staff hurt your business. There are many training solutions in the industry, and spas should be consistently monitoring trends and accessing industry professionals to continue to increase standards and create their own trends. Contact your local professionals, industry magazines and associations for further referrals.

About Lotus Effects

Lotus Effects was founded by Liz Galloway and Spa College was co founded by Liz Galloway and Nicolay Kreidler. Liz Galloway is a professional wellness consultant, speaker and spa industry trainer. With locations and teams in both the US and Costa Rica she continues to provide precision business solutions and mentoring for spa start up's and turn arounds, along with bringing new levels of training options to the healing arts industry.