Preston Business Solutions Expands: Leading the Spa Industry to Greater Productivity

*Newly created Preston Business Solutions, the education and consulting company created by Preston Inc., has introduced several new training and education modules to the spa, salon and wellness industries. These programs include monthly group coaching via telephone, on-site business improvement training, goal-oriented motivation seminars and DVD products for in-spa use.*

Santa Cruz, CA ([PRWEB](http://www.prweb.com)) October 11, 2006 -- Newly created Preston Business Solutions, the education and consulting company created by Preston Inc., has introduced several new training and education modules to the spa, salon and wellness industries. These programs include monthly group coaching via telephone, on-site business improvement training, goal-oriented motivation seminars and DVD products for in-spa use.

Spa Coaching Network is the ultimate resource for ongoing, affordable business and career guidance for spa/salon owners and practitioners—no travel required! A Spa Coaching Network subscription includes one 60-minute teleseminar per month -- with support materials--led by an industry expert on the featured topic.

Through this engaging teleseminar series, leaders will help owners to attract and retain new clients, greatly advance sales and service skills, and powerfully build career confidence.

Network members are guided through the most important areas of professional and business management, then equipped with the information and tools needed for truly positive change. Spa Coaching Network members no longer have to face difficult business decisions alone—they can count on the reliable support of others that bring exceptional career dedication and experience to share. The network includes spa practitioners that want to advance their careers, conveniently learn cutting-edge techniques from the industry’s top professionals, and make new friends. Spa owners and managers will find a wealth of information and a new source for employee training all in a single source.

Master Esthetics Course
This is a special invitation from two of America's most highly regarded skin care professionals, Douglas Preston and Lyn Ross, for an exclusive 5-day Esthetics Mastery training program. This incredible course will teach select students the most advanced technical and practice-building skills available anywhere.

Douglas Preston achieved an extremely successful career in professional esthetics, having created many original techniques in service delivery, client retention, skin extractions and much more. Renowned Esthetician Lyn Ross is a true pioneer in advanced anti-aging and acne control methods, and has earned a devoted following among estheticians that seek only the best in professional education. During this empowering course your presenters will teach you the techniques and systems they used to achieve their own business success.

Each program is limited to 12 ambitious and career-minded students, those that are driven to be at the absolute top of their profession. Graduates can expect to immediately attract more clients, earn far more income, and have an impressive credential that will make a positive competitive difference when applying for professional skin care positions. If you're truly serious about taking your career to that legendary next level, the Esthetician's Mastery course is the surest way to get there!
Power-Up! Your Front Desk DVD Set
The training tool you need to create a high performance front desk team. From customer service and efficient scheduling to retail sales skill, it's all here in one entertaining program!

In this informative 4-DVD training set, Jaya Schillinger and Keith West-Harrison will share with you the techniques they have developed over years of training front desk teams. Beyond the computer and cash-handling aspects of job training that you already do now, you and your staff will learn how to turn the front desk into a profitability machine:

• Making a good first impression
• How to multi-task at the front desk
• Sell more premium priced services
• Fill your hard-to-sell appointment hours
• Client rebooking techniques
• Up-sell with gift certificate packages
• Sell slow-moving retail items at full price!

This DVD course is a must-have training tool for spa owners! These simple but proven strategies will help you get the most value from your reception staff and will pay for itself many times over with increased revenues. Even this traditionally high-turnover position can help generate the vital income your company needs -- and you’ll tap that hidden resource as soon as you get back to business.

Preston Business Solutions Alliance Group
Another industry first, Preston Business Solutions has formed a strategic business alliance with companies offering tools, education and products that promote profitability to day spas, resort spas, medical spas and wellness centers.

“It’s long been my goal to assemble some of the key players in the spa industry to collectively help spa owners achieve real business success.” said Douglas Preston of Preston Spa Business Solutions. ”With this dynamic team in place we can pioneer new levels of performance and management excellence!”

The Alliance Group includes:

• Preston Spa Business Solutions – Santa Cruz, CA 866-668-3753 Prestoninc.net
• Spa Boom – Albuquerque, NM 800-940-0458 SpaBoom.com
• Wellness Capital Management – Seattle, WA 888-727-5489 www.wellnesscapital.com
• Campaign Mojo – Atlanta, GA 888-808-MOJO (6656) www.campaignmojo.com
• elementals™ Health – Atlanta, GA 877-291-8720 www.elementalshealth.com
• Inspiration Inc. – San Rafael, CA 415-472-5570 www.inspirationinc.com
• On Purpose Salon & Spa Consulting – Royal Oak, MI 248-546-4312 www.onpurposesalonconsulting.com
• Spa Clientele Solutions – San Jose, CA 408-416-3727 www.spaclientele.com
• The Lotus Effects – Salt Lake City, UT 801-637-5235 www.thelotuseffects.com
• New Life Systems – Minnetonka, MN 800-852-3082 www.newlifesystems.com
• HARMS Software – Boonton, NJ 888-813-2141 www.harms-software.com
• Spa Management Journal – Champlain, NY 514-274-0004 www.spamanagement.com

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The new Business Alliance is dedicated to improving spa operations and profit through its combined strengths in key areas of management, including marketing and branding. The team is currently developing programs, tools and training that support these objectives.

For more information about spa business consulting or information on the alliance partners, please contact Keith West-Harrison at 1-866-668-3753.

Power-Up! is a service mark of Preston Business Solutions and Inspiration Inc.

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Online Web 2.0 Version
You can read the online version of this press release here.