



Milwaukee Spa Owner Attends Strategies Incubator Conference

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Laura Robinson of Sparkle Spa in Elm Grove, Wisconsin, recently announced that she has attended the Strategies Incubator conference held in Connecticut. The seminar is designed to provide information to spa owners and managers about ways to make their businesses more successful.

"I have a whole new outlook on how I want to lead and run Sparkle Spa," says Robinson. I'd love to share this info with our clientele so they understand that moving forward, we will do things differently here, and that this new way of doing things will ultimately be for their benefit."

Robinson says that the Milwaukee spa will no longer be a commission-based company. Instead, they plan to evolve into a team-based company so that they can better serve their clients.

The Strategies Incubator seminar gives salon and spa owners a blueprint of business systems. The event runs for four days and offers instructions on leadership and balance across four business outcomes; customer loyalty, productivity, staff retention and profitability. The seminar has a 20 year proven track record of helping owners and managers better prepare for growth and see that their businesses become more

successful.

"Our goal is to maintain consistency in the services we provide and by adopting these new systems we will elevate the level of service to our clients. This is a complete reengineering of the company and it will take some time, but I have no doubt it will bring us much success," says Robinson.

Robinson announced on the spa's Facebook page that she had attended the seminar, in an effort to let existing followers and clients know that positive changes are coming to the business. She says that everything she learned at the conference will soon be put to use and that clients should expect a more team-based experience from this point on. Robinson states that staff will also be pleased with the changes that are coming to the spa.

Sparkle Spa offers a wide range of skin treatments, waxing, makeup services and professional products designed to help clients look and feel better. Robinson states that along with their previously offered services and products, the information she learned at the seminar will ensure that they also provide a more positive experience for each and every client. Those interested in learning more about the spa can visit them online at <http://www.sparkle-spa.com/>.

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For more information about Sparkle Spa, contact the company here: Sparkle Spa Laura Robinson (262) 782-9900 info@sparkle-spa.com 13425 Watertown Plank Rd #3 Elm Grove, WI 53122

Sparkle Spa

Sparkle spa provides a wide range of spa services that include skin treatments, waxing, lash services, and makeup. Sparkle spa is known for the best facial in Milwaukee.

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