



Employee Training Manual

Your first few weeks on the job are very important and starting any new job requires a period of adjustment. You will meet many people and learn new procedures, some of which may be detailed and complicated. Therefore, the pace at BOGO TANNING MEDSPA may be faster than the one to which you may have been accustomed.

To gain a thorough knowledge of the operations of BOGO TANNING MEDSPA, it is essential that you ask questions. During busy times, make a note of questions you have, and discuss them later with your Manager.

Please do not relay to others information that you may not be certain On behalf of your new colleagues and myself, welcome to BOGO TANNING MEDSPA. We are happy to have you as a new member of our team! BOGO TANNING MEDSPA has earned a reputation as a leader in the industry. We are successful because of the individual contributions made by each of our employees. You were selected to join BOGO TANNING MEDSPA team because we feel you have the skills, ability and commitment needed to help us deliver the finest service available to our customers. Since founding BOGO TANNING MEDSPA, we have held to a very simple philosophy: exceptional service to our customers in order to keep our customers. We want to ensure that these relationships continue well into the future.

This handbook will explain many of the benefits you will enjoy as an BOGO TANNING MEDSPA employee and training to enable our Company to run smoothly. If you have any questions, or if there is something we can do to help you succeed and grow with us, please contact the Management.

We extend to you our personal best wishes for you success and career development as a member of BOGO TANNING MEDSPA

BOGO TANNING Selling Strategies

- Only bring up post date forms when they say that they can't afford to put that much money into a tanning package at the moment.
- If they say no to a lotion and they are doing postdates, suggest making the lotion their last payment, that way they will be more satisfied with their tan and you will have more money in your pocket.
- If they have a problem with the fact that we only have one Maui or one Makena, let them know that they can call us ahead of time to put them on the waiting list.
- Always start out selling with less free stuff, then if they don't take it, add more, don't ever start out with tons of free stuff because if they say "no", you have nothing to work with. If they don't get so much free stuff then that means they have to renew their package sooner!!
- If they are really fair skin toned, then sell them a Mystic package along with a regular bed package.

“SERVICES & BENEFITS”

Nano needling

- **Non-invasive treatment.**
- **Penetrates the first layer of skin.**
- **Helps the skin naturally rejuvenate.**
- **Improved tone and texture.**
- **Reduced appearance of enlarged pores.**
- **Improvement to fine lines.**
- **Reduced pigmentation.**
- **No numbing cream needed.**
- **Increases collagen growth.**
- **Microscopic tips that are thinner than a strand of hair to deliver a serum of rejuvenating ingredients through tips containing thousands of microscopic channels.**
- **By injecting the serum into the top layers of the dermis, the skin is better able to absorb the infusion.**

Vanquish me

- **Eliminates cellulite by disrupting the fat cells.**
- **30 min sessions compared to cool sculpting.**
- **Vanquish is a non-invasive body contouring technique.**
- **This treatment uses radiofrequency energy to remove your unwanted fat and contour targeted areas of your body.**
- **6x better than cool sculpting.**
- **Usually an \$800 treatment compared to our \$500.**
- **Feels like a warm massage.**

- **Able to work on 8 areas all at the same time.**
- **High end machine.**

EMSLim

- **Emslim uses high-intensity focused electromagnetic energy.**
- **It triggers supramaximal contractions to build current muscles, as well as grow new muscle fibers without you having to do it!**
- **This non-surgical procedure is FDA cleared.**
- **Improves the appearance of thighs, buttocks, and abdominals.**
- **Reduce inches of unwanted fat.**
- **20,000 sit-ups or squats in just 30 minutes!**
- **Also get the redlight mask while doing treatment.**

Redlight

- **FDA approved.**
- **#1 used item at our company.**
- **Using redlight before tanning helps offsets the potential damage from tanning.**
- **Tanning penetrates the skin at 400 nm and redlight 630 nm.**
- **Dramatically reduces wrinkles and fine lines.**
- **Effective treatment for acne.**
- **Effective treatment for psoriasis and eczema.**
- **Reduces scarring.**
- **Firms and tones skin.**
- **Restores moisture to the skin.**
- **Evens out pigmentation.**
- **Accelerates the process of cell repair.**
- **Everyone should have redlight on their membership.**
- **Let them ask the question first after telling them about redlight, first one to speak loses. Get them excited about the product you're trying to sell.**

Cavilipo

- **@ Happy Valley location ONLY.**
- **We have a certified technician.**
- **Treatment is similar to cryoskin.**
- **Slimming and reshaping some areas of your body where body fat is present.**
- **It helps sculpt your body but put in mind that this procedure is not an alternative for weight-loss procedures or an alternative way to escape from obesity.**
- **The process of your fat cells is passed through your lymphatic system over the next 14 days after each session.**
- **It reduces the fat cells through the 2nd layer of skin to skin them down to then pass through sweating, urination... etc.**
- **Can be done during a lunch break.**
- **The treatment session is just 30 min.**
- **Very comfortable and non-invasive treatment.**

Velashape

- **@ Tualatin and Milwaukee locations ONLY.**
- **Handheld machine that uses intense infrared rays to work on the fat just below the skin's surface.**
- **It uses rays, it also has a suction effect and uses radiofrequency energy as well.**
- **Only a 30 min treatment.**
- **Treatments are applied directly to the skin for the area undergoing treatment.**
- **The tissue and fat below the skin sort of melt away and the offending cells are broken up and later flushed out of the body, leaving you with a well-toned and smooth-looking effect.**
- **Immediate results.**

- **65% reduction of cellulite.**
- **Hip size reduced 3.2 cm.**
- **Tell the client when making the appointment to wear pants that are a bit tighter because, once they leave they will be able to see the difference from just one session.**
- **Comfortable treatment.**
- **You can use vela for pretty much any area of the body.**
- **Once you have the results you will over time need maintenance sessions.**
- **Becca the owner loves the treatment so much she looks forward to it and never misses a treatment.**
- **Up to 5 ml.**

Cryoskin

- **Best machine.**
- **Fastest results.**
- **1-1 procedure.**
- **Localized fat loss treatment.**
- **Slimming is permanent, but clients may still gain fat back in the treated area if they do not maintain a balanced lifestyle**
- **If you can pinch it you can lose it.**
- **Cryo facial: face and neck**
- **Cryo slimming: Abdomen, Thighs, Hips, Arms, Upper back, Love handles, Double chin.**
- **Cryo toning: Thighs, Abdomen/hips, Arms, Upper back, Chest/breasts, Neck, Butt.**
- **Cryoskin precise temperature control creating the perfect conditions to reduce fat without damaging the surrounding tissue**
- **The cold temperature has destroyed the fat cells and then passes through the lymphatic system.**
- **Non-invasive treatment and can go in 2x a month.**

Laser Hair Removal

- **@ Tualatin location ONLY.**
- **Improved self confidence- Laser hair removal can help you feel and look your very best.**
- **A concentrated light beam is aimed at hair. The light is absorbed by the pigment, while it penetrates the follicle to stop future growth.**
- **In the long run your money saved by doing Laser Hair removal versus other methods such as, continuous waxing, electrolysis, and other methods will be more cost effective on your pockets.**
- **Not having to worry about missing your lunch hour, or worrying about the amount of times you will have to do other methods, will be more time effective in your everyday life. A simple Laser Hair removal routine will save you time and stress to keep you motivated on your daily activities.**
- **Never worry about those pesky ingrown hairs, and uncomfortable in between and growing stages. Laser Hair removal alleviates temporary inflammation and prevents new ingrowns. Perfect for the sensitive bikini, beard/face ,tops of feet, arms, legs, back, and neck areas.**
- **When it's time for you to start feeling like your beautiful self, Laser Hair Removal is there for you, with 15, 30, and 45 minute sessions within 4-6 treatments.**

Oxygeneo Facial

- **Geneo OxyPods react with Geneo Primer Gel to gently exfoliate the skin and create a bubbly, CO2-rich environment on the skin's surface.**
- **Then making the body respond by sending a surge of oxygen to the skin; creating ideal conditions to nourish, heal, and transform the skin from the inside out.**
- **Ultrasound waves create micro-vibration that instantly smooths the skin,**

increasing the permeability of the skin's protective layer, enabling a better nutrient absorption.

- **Relaxing, hands-free massage sculpts the face, delivering instance reduction of redness and puffiness while infusing Geneo's active ingredients even deeper into the skin.**
- **BOOST & FIRMS**
- **Silk amino acids**
- **All to prevent and reduce early signs of aging.**
- **REFRESH & REPLENISH**
- **Features Blue spirulina and hyaluronic acid**
- **Both treating dry and dull skin.**
- **BRIGHTEN & REJUVENATE**
- **Features Vitamin C and Boldo tree bark**
- **Treating pigmentation and uneven skin tone.**
- **SMOOTH & TIGHTEN**
- **Features Red Algae and Edelweiss**
- **Minimizing fine lines and wrinkles in mature skin.**
- **THE MACHINE**
- **Geneo is the only facial technology that triggers a natural oxygeneration process within the skin– creating the ideal conditions to nourish and transform all skins types from the inside out. Experience immediate, long lasting results.**

UV Tanning

- **The Magic 636 is the Most Powerful Tanning Bed on the planet!**
- **This Sun Italia tanning bed is like no other; offering a relaxing yet powerful experience, and only a 2% burn rating.**
- **It is breathtakingly simple to operate, with an open design to dispel any fears of claustrophobia.**
- **This intense bronzing bed offers a major advantage to anyone looking to take**

their tan to the next level, FASTER!

Features Include:

- **12 minute maximum tan time**
- **36 UVA High-Pressure lamps (36,000 watts of power)**
- **8 tanning Levels (Great for those wanting to “ease into it”)**
- **8 Digitally controlled power levels for the lamps**
- **Individual safety switch for each UV filter and temperature sensors**
- **360° tanning experience**
- **Air Conditioned**

Saturn Stand-up (High Pressure UVA only bed)

- **The Saturn Stand-up Tanning Bed is one of the most powerful high pressure stand-ups available on the market today.**
- **Giving unsurpassed tanning.**
- **A deep, dark tan that lasts 2-3 weeks without increasing your chance of sunburn.**
- **Allowing you to tan less and still maintain beautiful color.**
- **Offering an open design, no doors, no walls, just the wonderful feeling of openness and freedom.**

Features Include:

- **12 minute session time**
- **25 UVA intense high pressure lamps**
- **Extra-tall Open air design for advanced cooling**
- **Air Conditioning**
- **360° tanning experience**

Velocity HP 1000 (High Pressure UVA only bed)

- **Let the Velocity tanning bed take your tan to the extreme! The Velocity tanning bed is the most revolutionary 360° high pressure tanning bed in the tanning industry.**
- **This tanning bed provides a powerful ultra-high pressure experience giving**

long-lasting color for both the fairer and darker skinned.

- **The radical shape of the Velocity HP1000 tanning bed puts you in the center of the tanning power by scientifically angling three banks of lamps for a uniform, full body tan**

Features Include:

- **12 minute tanning session**
- **18 UVA High Pressure lamps**
- **2 Ultra Pressure™ shoulder tanning lamps**
- **360° tanning experience**
- **Contoured, suspended acrylic**
- **Controllable power facial lamps**
- **Powerful total body cooling**

Spray Tanning

- **It's no secret why millions of people each year are going to Sunless tanning to achieve that perfect bronze glow.**
- **It's the easiest and quickest way to give you a complete makeover in just minutes.**
- **We offer level 1,2 or 3.**
- **Rather than simple tinting, VersaSpa® creates a complete spa-like session that results in natural looking, sun-kissed skin.**

Lumiere Light Therapy

- **Wanting to freshen up your look before a special event? Lumiere Lamp can help you achieve significant results with just one session.**
- **For the very best results, consider a series of sessions such as A one-per-week treatment, triggering the collagen production process, promoting life changing DNA repair, and strengthening the skin, all while also making the skin appear stronger and more resilient.**

- **Key anti-aging benefits of the Lumiere Light Therapy include:**
- **Restores radiance.**
- **Decreases fine lines and wrinkles.**
- **Minimizes facial pores.**
- **Detoxifies the skin.**
- **Deeply moisturizes dehydrated skin.**
- **Stimulates collagen synthesis.**
- **Reduces the appearance of age spots.**
- **Increases serotonin levels.**
- **Reduces the effect of sun damage.**
- **Evens out pigmentation.**
- **Plumps up and smooths out rough or dry skin.**
- **Achieve a more youthful look.**

Spa Capsule

- **Weight loss and metabolic stimulation.**
- **Promotes perspiration and detoxification.**
- **Reduces water retention.**
- **Relaxation and relief from stress**
- **Soothe sore muscles.**
- **Accelerates recovery after exercise or injury.**
- **Enhances deep sleep.**
- **Burns calories equivalent to brisk walking.**
- **Increases blood circulation**
- **Relieves aches and pains.**
- **Cleanses skin and beautifies complexion.**
- **SunshineAids in vitamin D deficiency and Seasonal Affective Disorder.**
- **Spectra**

Infrared Sauna

- **Detoxification**

- **Stress and fatigue**
- **Muscle aches, arthritis, and joint relief.**
- **Weight loss and calorie burning.**
- **Increased metabolism.**
- **Immune system support.**
- **Skin conditions.**
- **Heart health.**
- **Appearance of cellulite.**
- **Diabetes support.**
- **The benefits of infrared saunas include helping relieve inflammation, stiffness, and soreness by increasing blood circulation and allowing the deep, penetrating infrared heat to relax muscles and carry off metabolic waste products while delivering oxygen-rich blood to the muscles for a faster recovery.**
- **Infrared helps warm the muscles for greater flexibility and range of motion while relieving muscle tension and pain**
- **Relief from different forms of arthritis**
- **While relaxing in the gentle heat, the benefits of infrared sauna include the body producing sweat, pumping blood, and burning calories.**
- **This is called a “passive aerobic workout,” because although the body is receiving all these benefits, it is not being stressed in the same way as a normal workout.**
- **This increase in metabolism is also burning more calories.**
- **This enhances the immune system, and combined with the improved elimination of toxins and wastes via intense sweating, it can increase overall health and resistance to disease.**
- **Increased circulation draws the skin’s own natural nutrients to the surface for a natural glow.**

MEMBERSHIP SCRIPT:

BOGO MEMBERSHIPS are our loyalty reward membership offered to customers who wish to join BOGO Tanning for a long term in order to save a lot of money on tanning services. The most important benefit of the BOGO membership is that the monthly membership cost is much lower than purchasing one month at a time. These special memberships offer unlimited tanning access to any of our 4 BOGO Tanning locations making it the only type of membership that can be used at multiple BOGO Tanning locations. Standard memberships and sessions are limited to the locations they were purchased from.

-Additionally as extra benefits; BOGO members receive half off on pretty much everything in our salons. Members receive 50% off of their choice of lotion! Versa Spa spray tans become half price meaning they cost the same one at a time as they would if you bought 30 at a time to earn the bulk price discount! In addition, bed upgrades are half price for members who wish to use a higher level bed once in a while. All in all this is a reward program that most of our customers find very appealing.

-Your membership choices are Bronze beds for \$1.63 per day, Silver beds \$2.63 per day, Gold beds \$3.63 per day, and Diamond beds \$4.63 per day which is less than most people spend on coffee! This affordable membership system is a nice way to stop worrying about buying package after package, which can add up fast and cost you a lot more money in the long run.

-The membership also includes a convenient monthly electronic funds transfer on the date of your choice. Your choices are the 1st and the 15th. Today you would only pay the prorated dues for your first month plus a onetime EFT processing fee of \$29.99. This isn't a fee BOGO Tanning gets to keep. The processing fee prepays an entire years' worth of service charges included are credit card fees, which is what makes the hassle free monthly payment system, and multiple location access possible. After your first year as a BOGO member BOGO Tanning pays your processing fees from that point forward as a loyalty reward for staying a member long term.

Let's set your membership up today?

HOW TO VERSA SPRAY TAN:

- 1. Show the customer the shower cap, and explain they will want to place it on their head to prevent the product from getting in their hair. This should be the first thing they do after getting undressed.**
- 2. Next, show the customer the barrier cream, and explain how to apply the cream to their skin. They will want to put the cream all over their hands (do not go past the wrist) and all over their feet (do not go past the ankles).**
- 3. Next show the customer the sensor located inside of the Versa Booth. When the bed is set and ready to use the sensor will be lit up green.**
- 4. The customer will stand in position 1 facing the nozzles with their arms in an upside down U shape with their fingers spread out.**
- 5. The next position, position 2, they will face right and make a Z shape with their arms. The left arm will be facing towards their back with their palm up, so their left side is exposed to the nozzles. Right arm will be up and bent with palm down, so the inside of the arm is exposed to the nozzle.**
- 6. The next position, position 3, they will face left and make the same Z shape as position 2, but reversed. The right arm will be facing towards their back with their palm up, so their right side is exposed to the nozzles. Left arm will be up and bent with palm down, so the inside of the arm is exposed to the nozzle.**
- 7. The final position the customer will face toward the back of the booth and do the U shape with their arms like they did in the first position, but explain to them they must face their palms face down by bending their wrists.**
- 8. After dry passes, have the customer exit the booth take the shower cap off with a paper towel avoiding any solution getting on the palms of their hands. Throw the cap away in the garbage.**
- 9. The customer will then use the towel in the room to pat of any excess Versa solution left on their skin. Once the customer is all dried off they can put their clothes back on, and make sure they know to not shower for about 4 hours for the maximum tan.**
- 10. A,B,C Always Be Closing- SMILE AND BE CONFIDENT!**

HOW TO.....SALON PHONE CALL:

When a new potential customer calls the salon asking for information it is probably the most valuable opportunity you will have next to the customer actually walking through the front door. So in short don't blow it by not being prepared. Your job is to quickly and accurately answer their first question and then *immediately* before they get a chance to ask you additional questions move on to a question of your own as well as a warm invite to come meet you.

Example: "Hi I just want to know how much tanning prices are". You say "The nicest thing about BOGO Tanning is that we will never be beat on price. We shop our competition locally and nationally and on average we are 20% less expensive than any competitor! You can tan here for as low as 14 cents a minute in our Gold beds and as low as 30 cents per minute in our highest end Diamond beds!" (Then instantly move on to your question to them before they get a chance to ask you anything further which obviously you don't have time to do over the phone) "We are located at (give them the two cross streets of whatever salon you are at and a close physical landmark), what time would be a good time for you to come in to see our beds?" Try to make an appointment and then say "I look forward to meeting you soon."

Then get off the phone politely and quickly. This will ensure they get the lowest possible price quote on the planet (any other salon they call before or after they called you will not be able to beat our prices on the spot being that no one breaks pricing down in minutes like you just did) and ensures they not only know our location but also that a nice person is waiting to meet them TODAY!

Here is how you prove that the price quote was real and accurate if the customer asks you once they are actually in the salon looking at the price sheet. Pull out your calculator and show them that \$49 per month (Silver level), divided by 30 days (\$1.63 per day), then divided by 12 minutes (the length of the average tan) equals 13.61 cents per tanning minute (you said 14 over the phone so you actually rounded up which they can't complain about). Feel free to show them the same equation for the Gold and Diamond level as well.

**YOU WILL DEFINITELY BE SECRET SHOPPED ON
THIS SO PRACTICE**

HOW TO PRESENT PRICE SHEET:

Once you've concluded your tour of the salon, you will take your customer up to the front counter and pull out the pricing sheet.

- **CONFIDENCE** is the way to make a sale. You will point to the biggest number on the page, which would be the 12 month package in the Diamond Level tanning bed at your salon. This is what you will say: "here is what I recommend for YOU (point to the highest price on the page), and say clearly, "THIS WILL ALLOW YOU TO USE ALL LOCATIONS".
- **KEEP YOUR MOUTH SHUT. FIRST ONE TO SPEAK LOSES**
- It's important to remember **YOU** are the doctor, and the **CUSTOMER** is the patient. You've already established why they want to come into the salon, you've taken them for a tour, and you've educated them about Bogo Tanning and the services we have to offer. **YOU** as the expert are going to help that customer achieve their ultimate goal. **YOU** are the **EXPERT** and you know how to take care of that customer.

Let your customer choose the level they are comfortable with but feel free to reiterate the performance and health factors associated with higher level beds if they choose anything lower than the Diamond level. Don't fight the customer, make easy and friendly.

- **IF and ONLY IF** the customer expresses a certainty that they won't be tanning often enough to make a membership purchase a good value, **THEN** you may present the Session section on the price sheet to your customer. You will make the following statements while pointing with your finger at each level of higher percentage "We also offer Tanning Sessions which can be shared with friends and family. Savings are based on the bulk pricing concept, just like with Costco so basically, the more you spend initially the more money you save in the long run. So would you like to save the most money by purchasing the 20 Session package today?"

Point at the highest dollar amount for the 20 sessions and shut your mouth yet again.

- **KEEP YOUR MOUTH SHUT. FIRST ONE TO SPEAK LOSES**

Remember we can also write up a comparison between average 2 times per week = 10 times month. Take monthly membership cost and divide by <10>. Show value in membership and point out benefits.Or you can sign a membership agreement for payments on a set number of sessions, but do this wisely. Do not sell the customer 10 tans and have them make 10 monthly payments for these 10 tans. Think about how many tans the customer is going to use in a month and then write up their contract accordingly.

- **Once you have decided on the tanning package they want to have. Fill out their membership agreement by putting in their personal information; name, address, phone number, and email.**
- **When membership agreement has been completed by the customer take the membership agreement and write down the purchase details. Include: what they are buying, how many payments, the term or how long their payments will last, and the date the payments will be deducted from their card. Ask the customer if they have their card (assume this part) for the automatic payments, and once it's given to you, take a step back and ask the customer: "how much can I put on of this card today, so I can make your payments cheaper" (you would be surprised how many customers say "oh I'll just pay all of it today."), once down payment established and agreement is complete have the customer initial and sign the membership. The contract will be put in your yellow envelope and dispensed into the safe at the end of your shift. (see nightly closing training doc)**

HOW TO DO A SALON TOUR:

After determining your customer is new to the salon, and they have filled out our client data card, the first and most important sentence out of your mouth must be **“Allow me to show you our tanning options”** at which point you will immediately start walking from behind the sales counter towards the tanning bed options. The customer will follow you if you use this exact phrase which is inviting and not even a question which could have resulted in a **“no thank you I just want to see the prices.”** It's very hard to recover from that.

- The first thing you must remember is we **NEVER** talk numbers on the carpet. **ONLY** talk numbers on the on the tile. If a customer ever asks you during the tour how much the specific bed costs. To overcome this objection say something like this, “I know you have a lot of questions about our prices, but we have many different levels of tanning here and I would like to show everything before discussing the cost, but I’m definitely going to take care of you (do the two finger arm waive), come with me and I will show you the next bed.”
- When you start the tour we always start at our lowest end bed and then work our way up. First bed you will show the customer is the **BRONZE** level tanning bed. You will talk about a few different features of this tanning bed. Explain to the customer the number of **LAMPS** in the bed, the amount of wattage per lamp in the bed, and the total tan time. **FOR EXAMPLE:** At the Tualatin location the **BRONZE** level tanning bed is Room 7 Molokai, its 38 Lamps, 160-watts per lamp with reflectors on the top and bottom, and it's a 7 minute total time bed.
- After showing the **BRONZE** level tanning bed, you will then show the customer the Silver, Gold, and Diamond tanning beds. Explain the number of lamps, wattage per lamp, and total time for each bed. You can even say something to the customer like “and whatever we do today for you, I will be sure to throw a couple of these in for you to try for free.” We want to see their reaction to that, and move on to the next level. When you offer these freebies to the client this is called a trial close, and this is very important when selling a tanning package to the customer because you will know how serious they are about getting tan, and everyone loves to get a few free things!
- After the Bronze, Silver, Gold and Diamond units have been shown to the customer be sure to discuss the other amenities our salons have to offer. Each salon has a Versa Spa sunless tanning spray booth, which are transferable to each location for no extra charge (**NO OTHER SALON OFFERS THIS TO CUSTOMERS SO BE SURE TO MENTION THIS**). Versa Spa delivers a perfectly even bronze tan that lasts a week or more, and looks very natural; it gives that airbrush tan look. We offer 3 different levels of color for the Versa Spa, and we will find the perfect one to match your skin type.
- Once you've explained the Versa Spa to your customer, explain the fit wrap unit to them. The Fit Wrap offers 45 minute sessions to help your body burn up to

1,400 calories per session, and helps you lose inches!

- **Next, explain the LUMI bed. The LUMI bed is amazing. It consists of Red LED lights that DON'T TAN YOU INSTEAD the LED lights penetrate 633 nanometers into your skin to help energize your skin cells growth. The red light therapy Lumi bed helps reproduce the collagen and elastin in your skin to help reduce fine lines, wrinkles, cellulite, stretch marks, scarring, acne, psoriasis, and eczema and many other skin conditions. This bed helps tighten and tone the body to help you look good, but it makes you feel even better.**
- **Even if your salon doesn't offer certain amenities always inform the customer about the other services we offer at our Med Spa locations. Explain to the customer the Laser hair removal treatments we offer, Vela Shape, and Microdermabrasion.**
- **Once the tour has concluded make your way back up to the counter and close the deal.**

REMEMBER YOUR ABC'S: ALWAYS BE CLOSING!!!!

BOGOSHIFT PAPERWORK INSTRUCTIONS

Complete cash sheet

Add in total credit card slips, cash, checks for total day sales.

This total should match your drawer total on daily totals reports that do not include the EFT draft totals listed on the daily total sheet this will confuse you.

A.m. shift must add their total to the p.m. cash sheet so that the p.m. can add the total cash. Accurately match the daily total at closing. Place cash and checks in white envelope

EFT increase total means new EFT deals sold today add up new monthly payments to get your total EFT increase. LOTION inventory completed for all shifts, versus jug inventory completed for all shifts.

All EFT credit cards cash check payments made daily in store for previous EFT deals are to be listed at bottom of cash sheet under EFT in-store payment log, all credit card slips stapled together and placed behind today's sales credit card slips. Please paper clipped EFT in-store payment cash and check and place behind any today's cash and check in white deposit envelope.

Daily totals report print from report section in Salon Touch placed behind Kashi

EFT contracts placed behind total daily report

EFT sales history client sales log placed behind EFT contract

Any other item place it back of stack

All daily sales an EFT payment credit card slips place under staple to top right hand corner of each cash sheet and daily totals report

Now full stack in half place white cash and cash deposit envelope in between folded stack and place this in tied a manila yellow envelope

INSTORE PAYMENTS

Click on register

Click on client

At bottom of register there's a tab that says other items

Click other items

A screen will pop up, click EFT payment in salon or NSF EFT payment

Amount due should show up on the left side of screen

Tender

Payment type

OK and you're done

SCHEDULING APPOINTMENTS

Click on APPOINTMENT

Click on CLIENT on left of screen

Pop up memo will open, press cancel

Double click the desired time slot

Adjust “minutes” to the allowed time for the desired service.

Leave a memo. Example- VIP MICRODERM-JG

Click ok

SETTING A TAN

Home screen”activity”

click “clients” on left side of the screen

Click on service they are using and set the time for the client

If they say they are doing a cocktail (anything where they use two services) then go back to client list and click on their name

Click on additional service they are going to use

Click add to waitlist and then press OK

When customer is ready, on the side of your home screen is your wait list

Double click client name and press set

CLIENT CARDS

New customers have to fill out client cards by law

Have them fill it out first if you can see it and start adding them into the system while they’re filling it out

When they are done make sure everything is filled out

Do the skin type chart and record where it says skin type and initial

Use the client card as a tool to guide the clients in the direction you want

DRESS CODE – PRO IS THE WAY TO GO!!

We are only permitted to dress professionally and with utmost consideration. Our client need to realize the moment they lay eyes on you, you have taken time to be prepared and dress accordingly.

Professional attire.

Dress shorts ok (longer than finger length)

Slacks ok

Blouse ok

Dress skirt ok

Dresses ok

-No tennis shoes or anything blue jean material, t-shirt or stomachs showing.

This is in force today and forever more.

Idea, We want our clients to know we go the extra step we are professional and that's why they should pay top dollar, thank you!

NIGHTLY TEXT MESSAGE - REQUIRED

text 503-888-1914 with your closing #s daily

TOTAL GOOD

of memberships signed

Total EFT increase w/contracts sign

Log hours here for your records.

EXAMPLE:

750. Good

2 contracts

140. Increase

8:59-5:05

This is required daily, thx”

PAST MEETING NOTES.....

- ☐ **Be positive about where you work**
- ☐ **Clock in ring up am check in**
 - o Show up on time**
 - o Monday you must do inventory**
- ☐ **Don't discuss personal business with your clients**
- ☐ **Do the nightly cleaning list. Don't initial if you don't do, keep it on the counter for the am person**
- ☐ **AM person should not have to come in and do stuff**
- ☐ **How to handle a no**
 - o Take it and make it a yes**
 - o Open your mouth**
 - o Expect a no**
 - o You haven't given them the right reason to say yes**
 - o Give them a good deal**
 - o Look presentable**
 - o Be on time**

- o **Be friendly**
- o **Make eye contact**
- o **Mimic there body language**
- o **Be ready**
- o **Teach them something**
- o **Make common ground**
- o **Master your comebacks**
- ☐ **If you want time off you must request 2-3 weeks in advance**
- ☐ **Clean the laundry room**

- ☐ **Text your numbers after every shift**
- ☐ **First deal of the day can be a crazy deal**

- ☐ **Park in front of the salon to make it look open and busy**
- ☐ **Promotion/conversation**
- ☐ **Have a reason**

- ☐ **Lotion/ what type of lotion are you using?**

o **After smell**

o **Adds on 2 days onto your tan**

o **You get a darker tan**

o **Washing your car in the rain**

o **Lotions are good for the skin**

• **NEVER EVER give lotion away for FREE**

You MUST ring up the lotion

o **No jeans, you must dress nice**

o **Happy hour! Please take advantage is it, make deals. Use happy hour as a reason**

o **9 out of 10 people don't have money**

• **We won't make money if you don't do your job, talk them into the lotions**

• **if it's cold outside don't wear you jackets on in the salon.**

Be professional. Don't be hiding in the rooms.

o **A B C ALWAYS BE CLOSING**

o **vacuum 700 times a day**

o **Why you use lotions!**

o **4 to 5 minutes is wasted if you don't use tanning lotion**

o **Tanning lotion moisturizes your skin**

o **Your tan last two days longer**

o **You will be twice as dark**

- o Special ingredients and products react to UV light
- o If you use tanning lotion your tan starts 30 seconds in the bed
- o you smell so fresh so clean

- L tyrozene
- Moist skin tans faster
- You need to always use lotion put the product on

- \$199 waved with groupon

- Use Groupon as down payment that's their first months membership use a Groupon's to make it deals first deal can be stupid

EYE PROTECTION IS REQUIRED – YOU MUST HAVE THEM HOLD UP

- Coody-Chiva Will ruin your life, pink eye is contagious.

- Top layer tans

- Lotion two layers high-pressure 360° nonburning ray

- have you ever tried spray tanning cocktail?

o After smell

o Adds on 2 days onto your tan

o You get a darker tan

o Lotions are good for the skin

o 65% to 75% haven't done a spray tan

- sell them on packages

10% tanning tax, for groupons you must charge \$6.90 tax. go for the sale. eye protection, lotions. when you have there card in your hand ask for the sale. go for the sale you will hear no or yes.

give them a reason to say yes

memo the account for every client, help made deals for other people. look at the memo when you are checking in the client.

don't run from problems, fix it

what is expected form me? in good money create \$20 an hour

2 memberships per day minimum

85% of what we do is how you look, traffic in 2 or 3 months

discount is 50% off

7x eye protections minimum per week

be ready find something to do

have money right in the till for the am person

know your beds, know your business

level, amount of lamps, tan time,wattage,uvb output

national average 6.6 uvb our is 3.3 most is 2.9

it a tour start with the lowest bed make your way up to the highest bed

sell tans on carpet, money on tile

we have carpet, mirrors, coat racks, chair, garbage can

less then 1% of damage ray

deeper tan, non burning, second layer of skin

uvb- sun damage

uva high pressure

trail close

get a reaction

BOGO Training Dictionary

Acrylic:What clients lay on that protects the lamps.

Emergency stop button:Red button that is used to stop the bed immediately in case of emergency. Located inside bed in the middle on right or left side of client tanning. Push in to stop. Twist to release emergency stop. In the MAGIC High Pressures this is located on the same panel used to lower the top of the bed.

Middle body fans:

These are 8 fans built in along the middle on the side of the bed to keep our clients cool.

Shocks:On each end of bed to hold and lower top of bed safely.

Tmax pro (THE LOGISTICS):

- Computer board sends out a signal to correct room
- Each one is assigned to a specific room
- This is located at the front counter and controls time to the beds and runs the beds
- Board Ringing?
 - Power has been disconnected in a room
 - This is alerting the FRONT DESK who can check which room has been disconnected
- The computer keeps track of customer data

Tmax wall timer:

- push the ARROW UP button after CLEANING BED
 - this will alert the computer the room is SANITIZED AND CLEAN
- they keep track of total tanning time accumulated on the bed
- in EACH ROOM, black plug in wall powers the timer
 - TIMER UNPLUGGED??? PLUG BACK IN
 - DISPLAY: 1, 2 INDICATES THE ROOM NUMBER
- REMEMBER, EACH ROOM HAS ITS OWN TIMER FOR THE GIVEN BED WITHIN THAT ROOM

UVA: Tans to the second layer of skin creates a deeper, darker, longer lasting tan in High pressure beds. (These are blue glass lamps)

UVB: Tans top layer of skin 2.3% output in High Performance beds. (These are all long lamps)

High Pressure: (UVA) Our diamond level high pressure tanning bed penetrates 2 layers deep into the skin providing maximizing tanning results. For those with sensitive skin and still want all the positive results to tanning benefit from this bed plus long-lasting color with less chance of burning.

High Performance: (UVB) Our beds that tan the top layer of the skin giving our clients a nice bronze color. All of our low pressure tanning beds have a higher wattage but a lower percentage of uvb of 2.3%.

Hydration Station: This provides a relaxing and vibrating massage for skin rejuvenation. The hydration station also releases aromatic scents with vitamins that replenish the skin. This also preps for a better tan when used before.

Laser Hair Removal: Permanent hair removal with 4-6 treatments, over time saves you money, time and pain of waxing shaving and dealing with ingrown hairs. A concentrated light beam is aimed at hair. The light is absorbed by the pigment, with penetrates the follicle to stop future growth.

Microderm Abrasion: Helps diminish acne scarring and acne by unclogging pores and exfoliating skin, evenly tones skin pigment, helps skin produce more collagen to keep from aging and makes skin softer. We use non-allergenic crystals to treat the skin which is perfect for skin that is sensitive to chemicals

Needling: Originally known as collagen induction therapy or percutaneous collagen induction (PCI), is now a well-documented treatment option in atrophic acne scars and for skin rejuvenation

Vela Shape II: Body contouring machine that melts fat and helps tone and contour your preferred body parts. Vela shape works by massaging problem area by a certified vela technician and gradually reducing cellulite and circumference of area.

Teeth whitening: This is all it takes to get a beautifully white smile! Our FDA registered Cosmetic Teeth Whitening system will make your smile 2-5 shades whiter.

Versa: This is our spray tanning unit. Spray tanning is 100% safe and uses all natural ingredients that are paraben free, gluten free and 100% vegan. Ingredients include Aloe Vera, DHA, and an exterior bronzer. Aloe Vera moisturizes the skin while the DHA is what gives you the bronzing color which is sugar based and FDA approved for nearly 30 years. The Versa spray tan lasts for 5-7 days. For maximum performance it is suggested to exfoliate the skin before application and not to shower or sweat for 4 hours post spray tan. This has 3 levels of color according to body size.

Fit wrap: A blanket that is lined with an infrared heating system that will breakdown fat cell molecules and make the body excrete them also will detoxify at the same time used for detox and weight loss.





Red-light: Infrared light energy was invented by NASA to protect and heal wounded or sick astronauts in space. It is essentially a safe and all natural process that helps the body naturally produce collagen. This beauty bed helps repair damaged skin and is perfect for acne, psoriasis, eczema, stretch marks, scars, reducing fine lines and wrinkles and helps with pain management! It also aids in treating depression and helps relieve pain. Infrared light technology is found to be extremely effected in treating damaged skin. We have two options to choose from: lumi bed and stand up red light. Lumi bed is a lay down red light that is used similarly to a tanning bed but has no UV rays at all. The stand-up (BEAUTY ANGEL) red light has a special body shaking feature that produces movement through the floor of the stand up and gives you control of the levels of movement from shaky to vibrating that stimulate muscles and will be sure to leave you sore the next day

Facial Mask: Targets face, works with infrared light energy to revive and repair damaged skin, fine lines and wrinkles, and make your face look beautiful.

- **RED LIGHT**
 - Good for ALL AGES!
 - Boosts Collagen Production
 - Improves Elasticity
- **BLUE LIGHT**
 - YOUNG (35 years and younger)
 - Kills ACNE
 - High Wavelengths are a CALMING ACTION for the skin
- **GREEN LIGHT**
 - OLD (over 35 years)

- **Smooths and Refines the skin**
- **REDUCES Scars and Fine Lines**

Operating the Versa Spa:

-  ① **Cover Hair with Hair-net & Apply barrier cream to hands and feet.**
-  ① **Step in Versa and press the blinking green light to start.**
-  ① **The versa will spray four passes of solution. Front, Side, Side, and Back.
(See positions on wall of every versa room)**
-  ① **Versa will now blow dry. 2 passes on the back and 2 passes on the front
and you are done you can step out of the versa spa.**

At the end of each session the versa will self-rinse. This does not mean it is clean. You must wipe down both walls both center columns and the floor. The versa should be completely wiped down and dry for the next person to use it.

Refilling solution: Open drawer under versa screen with key. Use funnel to carefully refill jug with solution. Close drawer and lock. This is your responsibility to keep an eye on solution to make sure it never runs out on a client!

Versa Filters:

There are FOUR filters in the versa spa. The pump sump filter, the exhaust column filter, the second stage filter and the turbine filter. It is YOUR responsibility if you close to make sure these are cleaned at end of shift. Please refer to Versa Filter page to see location of filter in versa and how to clean.

Operating the Fit wrap:

FOR USE:

- 1) Undress to your comfort level, and put on fit body suit.**
- 2) Get in blanket and Velcro the sides and bottom shut.**
- 3) Put arms in smaller attachments and Velcro shut.**
- 4) Sit up or lay down! Relax and enjoy as we have TV in all fit wrap rooms**

SET UP:

- 1) Press on button**
- 2) Chanel 1 Raise temperature up to highest temp, Set time to 70 min (to include warm up time 10 min) press start**
- 3) Chanel 2 Raise temperature up to highest temp, Set time to 70 min (to include warm up time 10 min) press start**
- 4) Chanel 3 Raise temperature up to highest temp, Set time to 70 min (to include warm up time 10 min) press start**
- 5) Chanel 4 Raise temperature up to highest temp, Set time to 70 min (to include warm up time 10 min) press start**
- 6) ALL READY TO GO!**

CLEANING:

Open up entire fit wrap and clean with Bed cleaning solution wipe down and scrub the entire blanket, Lysoling room as well. Leave open to dry and air out for 30-60 minutes. Mop Floor if needed after every use.

Operating the Hydration Station:

REFILLING: You refill water in designated spot at the head of the Machine (white reservoir) It will beep when full. You refill the Solution at the left side of the foot of the machine in designated spot (silver reservoir) It will beep when full.

SET UP:

- 1) White button head of machine turns on.**
- 2) To warm up: press enter for main screen press warm up (10 mins)**
- 3) Programs: Select program 3**
- 4) ALL SET!**

CLEANING:

Open machine spray bed cleaner on surface of where the client lays and scrub down, lift up all foam pads and scrub under them and all creases of the machine itself. Replace the cloth up by head of machine.

Salon:

Being Ready:

When a client comes in make sure you are on Que. Make sure to have a BIG smile on your face to greet the client and make sure they feel important! DO NOT be talking on your cell phone, eating etc. FIRST IMPRESSION CAN BE EVERYTHING TO CLOSING A DEAL. They have to like you to buy from you.

Client Issues:

- **This is a Client with a CONCERN who NEEDS TO BE COOLED DOWN**
- **"Yesterday's Business" is sent to Service@bogatanning.com**
- **Tell your upset Client that you guarantee a response within 24-48 hours and that Jon checks his emails more than 40 times a day**
- **This is providing our Clients with 5 STAR SERVICE**
- **DO NOT FAX CLIENT ISSUES.**
- **THE REASON WE EMAIL IS FOR DOCUMENTATION AND FOR PROPER AUTHORITY TO BE ABLE TO HANDLE IT.**
- **DO NOT make any promises on account issues.**

Dress Code:

100% Professional Business attire.

Hair and Make up done.

NO JEANS.

If your co-worker shows up for their shift in jeans, they need to go home and change,

Take pride in how you dress for work

If you would not wear it to a job interview, then do not wear it to work.

Attitude: Come into work with an **AWESOME** attitude that your clients will love! Leave any issues at the door. You are here to **SELL**, not to talk to your clients about your problems! When in front of clients it is **KEY** to maintain a killer attitude to uphold the right reputation of this company you are representing! No personal calls, do not be on your cell phone when a client walks in or out of the salon!

Front Counter: Must always be kept clean neat and organized. There is no

eating at the front counter or sitting/leaning.

Sound system: Make sure that there is absolutely no profane or offensive music playing. Keep the volume level descent not to quiet and not too loud.

Harassment:

- Email **ONLY** to Service@bogotanning.com for:
 - Harassment, Problems with other employees, concerns, questions etc. This is your go to for any work related issues.
 - This will date stamp incident and require attention.
- **SEXUAL HARASSMENT:**
 - State of Oregon requires Employers to report any/all incidents.
 - This only protects employees from other employees. There are currently no laws to protect Employees from client harassment. However, still report it to Corp. so they are aware of any issues with people outside of the company and they will address the situation with the client.
 - **THERE IS NO RETALIATION FOR REPORTING SEXUAL HARASSMENT.**

Overtime:

Must have WRITTEN PERMISSION IN ADVANCE

Working at 2 locations over 40 hours does not constitute overtime

Paydays:

The 5th and 20th. Paychecks will be at the Tualatin location for pick up after 3pm.

Requesting Time off:

Please try to ask AT LEAST 2-3 WEEKS IN ADVANCE. You must have another employee sign off that they are willing to cover your shift.

Bed Cleaning:

Do NOT re-use towels.

Make sure you are cleaning the entire bed no smudges. This means Bed rails, Pillows, Fans, The head and foot of the bed, and the Acrylic.

Before leaving a room after cleaning a bed you MUST inspect the entire room as well making sure the carpet is clean and does not have any lint. There is not lotion

splatters on the wall etc.

Vacuum: 700x per day.

Client Cards:

- **Required for ALL CLIENTS**
- **Be PREPARED** with sheets already on the clipboard on the counter or in the drawer easy to locate.
 - **It looks extremely UNPROFESSIONAL to look in every drawer and cupboard to locate while a client is waiting.**
- **“BE NINJA”**
- **Explain to new client it only takes a few minutes to fill out and that you “Simply would like to get their information and get them set up in the system so you are better able to discuss their tanning/medspa needs”**
 - **Hesitant to fill out? Explain this will help you , the EXPERT, DETERMINE THE BEST BED FOR THEM AND THEIR NEEDS.**
 - **This also has a questionnaire that makes it easy for us to be able to skin type our client to “ PERSONALIZE THEIR EXPERIENCE”. Make sure to input it in their account and sign your name that you did it on the client card. THIS IS REQUIRED.**
- **EVERY STROKE OF INK IS COMMITMENT.** (This will also keep you from wasting your time if they are not prepared to buy today. Time is money.)

Daily Cleaning Checklist:

If you are not selling you should be cleaning. There is daily cleaning list's in the checklist binder of every salon. If you are scheduled for a bed cleaning shift there is no standing around if you do not have beds to clean you are to complete the daily cleaning list.

Detailing:

This is a term we use here at BOGO and it means to DEEP CLEAN. If you are asked to detail a bed or room it means every crack, corner, spot even if you have to use a Q-tip that it will be COMPLETELY cleaned to the best of your ability and able to pass a white towel test. (If you were to wipe a white towel anywhere that there

would be absolutely no dirt on that white towel.)

Breaker Panel:

In case of **EMERGENCY** need to immediately stop a bed. Flip breaker off in breaker panel located in back of salons.

Eye Protection:

YOU ARE REQUIRED to see eye protection each time a client tans. It is the **LAW** that clients are not allowed to tan without. If they do not have it they **DO NOT TAN**. Sell them a new pair. This is not to upset clients! Be extra kind in these situations.

Faxing:

- [503-692-8277](tel:503-692-8277)
- **CORPORATE LIVES AND DIES BY THE FAX**

Inventory:

Inventory found on computer desktop if not found in Bogostone email password: noexxcuses

Must be done every Monday morning (Med techs do every Friday) and faxed to corp: 503-692-8266 along with lamp check at bottom of inventory sheet.

Laundry/Laundry Room:

White towels washed with white add bleach.

Versa towels washed by themselves.

Robes washed separate from all towels.

Laundry room must be kept **CLEAN** and **ORGANIZED!**

Surveillance:

- It is in **EVERY STORE**
- The purpose **IS NOT** so you can be watched.
- It is for **OUR SAFETY** and to guard against **THEFT** and **IRATE Clients** etc.
- If ever in a situation point to camera and say “you are being recorded”
- **IT ABSOLUTELY CANNOT SEE IN ANY ROOM IN WHICH A CLIENT**

WOULD BE SEEN WHILE UTILIZING OUR SERVICES.

Maintenance Requests:

These are for when SOMETHING BREAKS, NOT SUPPLIES

CRACKED ACRYLIC -BROKEN TABLE-JIMMY RIGGED VACUUM ETC

**Accidents happen, you will not be financially responsible if something breaks
IF YOU SEE SOMETHING IT IS YOUR RESPONSIBILITY TO FAX UNTIL FIXED OR
ADDRESSED.**

Nightly Cleaning Checklist:

Print the CLEANING CHECKLIST off the MAIN COMPUTER

Should either be on the DESKTOP or in @bogostone email

Password: Noexxcuses

should be printed out by AT LEAST 7PM to start knocking it out

SWEEPING AND MOPPING IS NOT AN OPTION!

**BATHROOM: wipe down the WHOLE TOILET, this includes the top of the tank and
the base**

make the bathroom fixtures SHINE

You MUST Leave on the COUNTER for the AM person to go over.

Front counter must be clean and neat.

DO NOT SIGN IF YOU DO NOT DO IT!!!!

LEAVE THE SPACE BLANK

**THE AM PERSON WILL INSPECT YOUR CLOSE AND IF IT HAS NOT BEEN
DONE AND YOU SIGN THAT IT WAS, THEY WILL FAX IT TO CORPORATE WITH THE
REASON AS TO WHY.**

**SAVE YOURSELF FROM HAVING TO EXPLAIN WHY YOU FALSIFIED THE
DOCUMENT**

store all completed CLEANING CHECKLISTS in a 3-ring binder

Parking policy:

You Park directly in front of salon.

This shows we are open and busy!

Opening:

**When you open a salon it is your job to not only open the door clock on, turn the
open sign on, turn on the music/tv, lamp check, and bathroom check. You have to
inspect the closing of the prior night meaning check all beds for smudges and the
entire salon for cleanliness to make sure 100% it is ready for the day! If not fix
whatever is needed note it and fax it to corp.**

Visa Paper:

Make sure your receipt printer always has paper in it. Also make sure to know how to put it in each salon varies. This is important because we not only need signed receipts on every transaction but because the cash drawer will not open without it.

Waitlist:

This is a great tool to help YOU remember your customer(s) and what you have going on in the salon

It is a list on the main screen of salon touch in which you can put your clients on if they are waiting on a service that is not available right away.

State Inspections:

We have random state inspections. When someone comes in the salon to inspect from the state they will provide you with a business card to verify right away. If they do not have any proof of who they are you DO NOT let them inspect the salon without calling Corp first. At all locations, there is a neon file prepared for state inspections with everything they will ask you for at each location make sure you are familiar with where it is making it easy to pull out for them to inspect that we are doing everything right!

Sales:

- 1. BE READY**
- 2. BE PREPARED**
- 3. BE EXCITED**
- 4. BE PASSIONATE**
- 5. BE CONSISTENT**
- 6. SPEAK TO EVERYONE**
- 7. A CLOSED MOUTH STAYS HUNGRY**
- 8. I AM THE DOCTOR, THEY ARE THE PATIENT**
- 9. BE PROFESSIONAL**
- 10. MOUTH OPEN, STORE OPEN**
- 11. HAVE FUN!**

REMEMBER, PEOPLE BELIEVE WHAT THEY SEE!

Meaning: Let Clients see what you are doing on the computer. It makes people feel part of the process. It shows them that we are doing the best we can do to give them the best possible deal.

Steps of sale: (Refer to steps of sale diagram)

Meet & Greet

Qualify Wants and Needs

Tour/Trial close

Negotiate & SELL

Add-ons/Upgrades:

If a client already has a membership you can add another service to their membership. Every person who comes in should be asked to add something else to their package. Just because they have a membership does not mean they are set and don't need anything else!

Cancellation/ Opt out:

EMAIL Service@bogatanning.com

we DO NOT HANDLE IN THE STORE!

we only handle TODAY'S BUSINESS IN THE STORE

YESTERDAY'S BUSINESS=EMAIL TO CORPORATE

we DO NOT TYPE the EMAIL for THEM!

it is the CLIENT'S RESPONSIBILITY to handle emailing the company regarding cancelling memberships

They can go to the library, the college, a friend's house, have a friend type and send etc. if they state they do not have a computer or have no access to one.

Freezing:

No need to CANCEL when they can FREEZE their account for only \$9/month up to 120 DAYS

This will accrue as an in-store credit: 4 months x \$9=\$36 in store

Everyone has in store credit (med services 39/mo.)

****they can use the in store credit towards their membership payment, but they will need to email Service@bogatanning.com to ask and set up arrangements. We DO NOT do this for them at the store level**

After FREEZING, where does their MEMBERSHIP PICK UP?

The Client's Membership Expiration Date will be pushed back as many months as their account was frozen

Example: Client has 5 months left on Membership and puts their account on a 4 month freeze (120 days)

They CANNOT OPT OUT IN MONTH 5. The FREEZE push out the expiration date another 4 MORE MONTHS

Cash Sheet:

- **Print the CASH SHEET off the MAIN COMPUTER**
 - **should either be on the DESKTOP or in @bogostone email**
 - **password: Noexxcuses**
- **INFORMATION AT THE TOP OF THE SHEET**
 - **money-checks-credit cards**
 - **No money? enter 0**
 - **No checks? enter 0**
 - **No credit cards? enter 0**
 - **List CONTRACTS in ORDER**
- **COMPLETE INVENTORY and VERSA AFTER EVERY SHIFT on the CASH SHEET**
- **VISA SLIPS: paperclip on front side of sheet on the RIGHT upper hand corner**
 - **fold under if they are long so they are ABOVE the CENTER CREASE**
- **Fold CASH SHEET in HALF (again, make sure the visa slips are above this fold)**
- **slide CASH and CHECKS into the folded CASH SHEET**
- **WHITE ENVELOPES ARE ONLY FOR CASH PAYMENTS MADE INSIDE THE STORE, they ARE NOT for every day cash/check transactions**
- **put folded CASH SHEET INSIDE MANILA ENVELOPE**
 - **write NAME, DATE, STORE and SHIFT (am, pm,)**
- **Drop inside safe and you are done :)**

Discount Ability:

50% IS YOUR GUIDE

This is not the rule, this is not locked.

DO NOT START AT 50% WHEN NEGOTIATING

Offer something else small- 20% for example- see what they say and go from there; you may be surprised if you present it in a way that lets them feel as though they are getting a special deal just for them.

EFT:

Electronic Funds Transfer: Monthly bill will be drafted from their account by card number. YOU MUST GET CARD NUMBER FOR ALL MEMBERSHIPS.

End of Shift Texting #'s:

- **YOU MUST TEXT JON AT THE END OF EVERY SHIFT YOU WORK**
 - **include: Name, Location, Shift ,Good Money, EFT, Memberships**
- **Everybody has bad days, but you must text Jon regardless of your numbers**
 - **this is simply part of the job**
- **IF JON TEXTS YOU, YOU MUST TEXT HIM BACK SOMETHING TO ACKNOWLEDGE YOU RECEIVED THE TEXT, PLUS THIS IS JUST GOOD MANNERS**

EXAMPLE:

NAME:

LOCATION:

GOOD: (How much)

EFT: (monthly payments total)

MEMBERSHIPS: (how many)

Fast Finish:

- **SMALL DEAL END OF YEAR**
- **TAN UNTIL 2016 (January 1)**
- **Every Company across the Nation offers this type of Promotion to the end of 2015, "Something to 2016"**
- **you must give a REASON EVERY SINGLE TIME WHEN OFFERING A DISCOUNT**

- **MUST HAVE A PSYCHOLOGICAL REASON WHEN OFFERING A DISCOUNT**
- **MAKE IT BIGGER, MAKE IT BETTER**

Fast Start:

- **SMALL DEAL BEGINNING OF YEAR**
- **TAN BEGINNING 2017 (January 1- March 1)**
- **Every Company across the Nation offers this type of Promotion at the end of 2016, "Something to Start 2017"**
- **you must give a REASON EVERY SINGLE TIME WHEN OFFERING A DISCOUNT**
 - **MUST HAVE A PSYCHOLOGICAL REASON WHEN OFFERING A DISCOUNT**
- **MAKE IT BIGGER, MAKE IT BETTER**

First Deal of the day:

- **NO RULES BUT MAKE YOUR DEALS SMART!!!**
 - **example: "Hey, you're my first customer today..." Make them a deal they CANNOT SAY NO TO.**
 - **CALL JON if you need price help**
- **Client comes in with 3 Tans left, offer them 15 Tans for \$100, and give them their LAST 3 TANS FREE ! "My Boss said it was okay if I give this to my first customer today.**
- **Packages OVER \$500 HAVE MORE FLEXIBILITY WITH PRICING**
- **REMEMBER, 9AM-NOON IS HAPPY HOUR AND IT IS THE TIME TO BOGO THOSE SERVICES**
- **AGAIN, CALL JON OR REBECCA IF YOU NEED PRICE HELP- HE IS AVAILABLE 24/7 TO HELP**

This is a way to get your day going and set you in sales mode to gain bigger and better deals!

Good Money:

Money taken over the counter (cash, check, credit cards) TODAYS MONEY (in-

store payments do NOT count towards your good money)

In-Store Payments:

In-store payments must be 3-4 business days before draft date. (these do not count as sales)

- 1. Register**
- 2. Other Items**
- 3. In house payment or NSF payment (if overdue)**
- 4. Tender, Run/Take payment**
- 5. Write on cash sheet immediately with card #.**
- 6. CASH/CHECK PAYMENTS: You enclose cash/check in white envelope with clients name, ID #, Payment date paid in the middle of envelope. Right upper corner will have your name, date, location, and shift. You also must record these payments in our receipt book for record as well. DROP IN SAFE.**

Groupon:

These are used as a tool to get NEW clients in the door to make a sale.

They are for NEW clients ONLY. (Make sure to ask them BEFORE anything if they've ever been into a BOGO or Islands before!)

Make sure you are up to date with what we offer on Groupon so you can be ready when they come in.

You must charge tan tax on all TANNING groupons.

If you cannot convert into a deal complete a problem tan and make sure to list the voucher # on your problem tan.

Guest Passes:

- DO NOT LEAVE LYING AROUND THE SALON; IT DEVALUES THEM**
- How they work:**
 - Bring them out when the Client is LEAVING THE SALON**
 - Hand it to them to give them the OPPORTUNITY TO INVITE THEIR FRIENDS, WHO DO NOT TAN, TO EXPERIENCE BOGO TAN**
 - Jon had a tour of another Tanning Salon and when he was leaving the associate working handed him a coupon to come in and tan for**

free. He still remembers the associate and the experience
THIS IS A WAY TO MAKE A DEAL THIS IS NOT A FREEBIE.

Happy Hour:

- **#1 ITEM ON THE WEBSITE!**
 - **9AM-12PM and 6PM-9PM**
 - **Morning Happy Hour is to PROMOTE MORNING BUSINESS**
 - **SAY 1000 TIMES during your shift to PROMOTE BUSINESS DURING SLOW TIMES**
 - **BRING NEW FRIENDS IN TO TRY FIRST TAN FREE!**
- BLAST HAPPY HOUR ON FACEBOOK**

Lotion:

- **Ask your Client what type of LOTION they are using that they CANNOT ANSWER WITH A YES OF NO**
 - **What kind of lotion are you using today?**
 - **How long ago did you purchase your lotion?**
 - **This question will allow you to explain our BUY BACK PROGRAM**
 - **Where did you buy your lotion from?**
- **THE PRODUCTS WE SELL ARE ONLY AVAILABLE THROUGH A DISTRIBUTOR! Products sold through EBAY cannot be guaranteed to be the product you are purchasing.**
 - **It can be old, expired, bad batch, and counterfeit, something else entirely...**
- **Our Tanning Products contain L-TYROSINE**
 - **This ingredient is specifically designed to react with UV LIGHT to INCREASE MELANIN PRODUCTION**

TYPES OF LOTION:

ACCELERATOR: Active ingredient Tyrosine accelerates the tanning process by stimulating the melanin to produce more rapidly and rise to the surface giving you a great tan.

BRONZER: Bronzing agent in lotion to provide a temporary bronze color to the skin while your tan develops.

TINGLE: Ingredient that causes micro-circulation which brings the blood to the top

of the skin increasing blood flow and oxygenation of the skin cells. The more oxygen the skin gets the better the tan is.

MOISTURIZER: Post-tan moisturizer contains silk extracts and vitamins it's important to use to replenish your skin with nutrients. This will help fight aging as well as keep your skin soft and not having an after-tan smell.

SOME REASONS OF WHY LOTION IS IMPORTANT:

- **Dry skin reflects UV light, so if you are not using an indoor tanning lotion, you can be wasting up to 50% of your tanning session.**
- **Many of high-quality indoor tanning lotions have a refractive prism of natural oils that cause a magnification of the UV light. This helps to intensify your tan**
- **Prevent “after-tan odor”**
- **Prevent Burning**
- **Most of the tanning lotions have dihydroxyacetone or Tyrosine This specially formulated component can speed up the process of tanning, which then means that you really don't have to expose yourself to the radiation of tanning beds for long time periods. It also tends to enhance the appearance of your tan through the presence of tyrosine. This amino acid can encourage the production of melanin on the skin, making your skin tan appear more even and natural.**

Membership:

- **LIFELINE OF THE COMPANY**
- **IT KEEPS CLIENTS COMING IN, REGULARLY AND MORE OFTEN**
- **COMMITMENT TO THE COMPANY**
- **RESIDUAL PAYMENTS**
 - **Example: Suns Up is known for their 21.88 which is not a bad thought process because it keeps the clients coming into their locations.**
- **In order for this, continued CLIENT RETURN, to be accomplished, The INTERIOR of the STORE MUST BE OPERATING EFFICIENTLY**
- **SCARED? DON'T BE!**
 - **OPEN YOUR MOUTH: inform your Clients of In Store Promotions**
 - **YOU DO NOT NEED TO BE A MASTER SALESPERSON IN ORDER TO SELL**

- **PROMOTE YOURSELF**
- **BE EXCITED**
- **Zero down memberships; you must run 0.01 on the card to make sure the card is valid.**

Cocktails:

- **Similar to a drink, Coke and alcohol, which mixes two things together.**
- **Can be any combination in the salon: Redlight->Tan->Fitwrap->Hydration->Versa**
- **Common practice for many businesses Example: Running a car through a car wash, one always finishes with a wax. This completes the service like a Tan after the Redlight.**
- **This is why we have ROBES and BASKETS. OFFER TO ALL CLIENTS COCKTAILING THIS IS SO THEY DON'T HAVE TO GET DRESSED AND UNDRESSED AGAIN AND CAN PUT ALL OF THEIR BELONGINGS IN THE BASKET TO CARRY FROM ROOM TO ROOM.**

Negotiating:

It is okay to negotiate NEEDS with your client do come up with a deal to suit them and their budget. IT IS NOT OKAY TO HAGGLE. It devalues our services. ALWAYS GIVE REASON TO DISCOUNT.

Post-date:

If your client is not able to pay “today” you can POSTDATE a payment at a later date to better fit their budget.

Problem Tan:

This is a system in case you run into situation where you are not able to set a tan or if you rang up a deal corporate will have to enter into system so you can set right away. ANY PROBLEM TAN YOU RING UP YOU MUST PUT ON YOUR CASH SHEET AND FAX IT WHEN SHIFT IS OVER SO CORP IS ABLE TO FIX ASAP.

**SALON ACCOUNT TO SET TANS: FIRST NAME: PROBLEM
LAST NAME: TAN**

Reason for Discount:

Do not start low. You ALWAYS start at stated price. Always have a reason for discounting. You do not want your client to think this is a negotiation/ haggle. This is a tool to overcome objection as well.

Example:

“Let me see if you have any purchase points on your account I can apply to get you a discount.”

(New client) “Have you liked our Facebook page yet? For new likes on Facebook I can apply a discount”

ALWAYS HAVE REASON.

Register/ Cash Drawer:

- **LAST THING TO RECEIVE NOTIFICATION OF A SALE**
 - **COMPUTER then RECEIPT PRINTER then REGISTER**
- **ISSUE: REGISTER WILL NOT OPEN for example hit NO SALE and it stays closed**
 - **CHECK TO MAKE SURE THE RECEIPT BOX HAS PAPER**
 - **NO PAPER? DRAWER STAYS CLOSED**

Sessions:

- **Always a Great Tool If Client resists a membership first!**
- **No Membership, No Card**
- **Payments Can be SPLIT (make sure CONTRACT is filled out to reflect this)**
- **EXPIRE 1 YEAR AFTER PURCHASE**
- **Easy to convert to Memberships if Client is coming in often**
 - **Example: Client purchased \$80 Silver Single Sessions, but a Membership would only cost \$59 per month. This is not mathematically smart for the client, so advise Client of SAVINGS with a Membership**
- ***LOOK FOR OPPORTUNITY***
- ***LOOK FOR WAYS TO CONVERT***

Tan Tax:

You must charge 10% tan tax on ALL tanning services purchased.

Tile vs. Carpet:

You SELL on the CARPET.

You PITCH/MAKE MONEY on the TILE.

DO NOT TALK NUMBERS WHILE YOU GIVE TOUR.

Tour:

When a new client comes into the salon after they complete a client card it is your job to take them on a tour of your salon this is to show them all of the services we offer. It is also your time to educate them on what each beds qualities are. This is also a step of commitment (time is money) This is also your time to gain all information you can. LISTEN TO YOUR CLIENT. ASK OPEN ENDED QUESTIONS FOR ANSWERS TO HELP YOU CLOSE THE DEAL. Make sure to mention the:

- **# OF LAMPS**
- **TAN TIME**
- **UVB OUTPUT (2.3%)**

This separates us from other salons and lets the client know we know what we are selling.

Trial Close:

During the tour you can throw out a trial close. This is for you to see where you stand with closing the sale.

Example:

“ I think this will most likely be the bed we get you set up with and I'll throw in a couple redlights for you to try as well (note reaction client gives you in the pause) but I want to show you a couple more things, Follow me!”

Zero:

Texting zeros at the end of your shift is unacceptable. Everyone has bad days but there should be no reason as to why you send multiple zeros if it is happening to

you it is your job to evaluate working for this company. If you work for BOGO you are a SALES PERSON, EMBRACE IT! If you cannot find a way to sell services you should at the very least be able to sell eye protection on that shift!

Clients:

Input ALL Info:

Make sure all info completed on client card is input into their account MUST GET EMAIL, PHONE NUMBER & SKIN TYPE .

Memo:

This is to inform other employees and yourself what has been sold at the very beginning before you even set the client in a tan. Make sure after every sale you memo the clients account what was sold and when and who sold it

Example:

11/30/16 EFT Gold 69.00 per 15th of month-CK (OR) 11/30/16 PIF 10 DIAMONDS 275.00-CK

Sales History:

This will help you make sales. By looking at the sales history it will tell you the time gaps of purchases and how much everything they had purchased was. Use this as a tool to gage pricing and what to pitch. This will only show you 1-3 months of the most recent sales if you would like to see all hit show all.

Skin Typing:

Skin typing is located on the client cards. By calculating what selection the client put down it will give you a skin type. Make sure you write your name and enter it in the computer as well. This is for you to tan them at the right time and speed to prevent burning your client this is your responsibility as we are ALL trained to do so.

Tan History:

**This will tell you a lot about a client
How much time they used last time and in the past
Which bed they prefer, or if they like to switch it up
Gaps in tanning? How often?**

Custom ID #'s:

Ask your client if they would like a customized ID number. This saves them the stress of memorizing a foreign number and makes it a lot easier and faster for us as well. You are able to enter it in on the same screen you would input a client card. If it says the number is already used adjust it as best as possible to still make the client able to remember.

OVERCOMING OBJECTION EXAMPLES:

(When your client says NO!)

“I don’t have the money to do it today.”

-No worries, We can POST DATE the payment, for a better date that works for you!

“I don’t have my wallet” (No C/C or Cash on them)

-That’s okay, we can put it on the card on file!

“I can’t afford to pay that in full” (set sessions)

-That’s okay we can spread a couple payments out to better fit your budget and get you started!

“I want to but, my husband will kill me!”

-Let’s think of it this way, your husband would want you happy! A happy wife is a happy life right?! What if we added him to the account so he could experience all the benefits himself as well that way he will understand why you do it!

“I won’t have time to tan enough for the membership.”

-We are open longer hours than any other salon for that reason! Mon-Fri 9-9 Sat 9-8 and Sun 10-7! Also if you think about it like this even if you were to only tan half of the days out of the month you would still be getting your moneys worth comparing the price of the membership to the price of set sessions! (point to price difference on cash sheet)

“I don’t tan all year.”

-We have a freeze option just for people like you! (explain freezing)

“I’m only tanning for vacation.”

-Wouldn’t you like to maintain that tan after you worked so hard to get it when you get back?!

“I don’t tan its bad for you!” (cocktails)

-Our low pressure beds only have 2.3% UVB. They are imported from Canada and the laws in Canada are a lot stricter than the US. If you think about it, it’s way less than the percentage of exposure outside and it’s a controlled time!

“I’ve never been asked for my eye protection?”

-Oh no! Well, that’s not good! I’m glad I did, and now I’m able to help you help protect your eyes let’s get you a pair!

“I don’t use lotion, I don’t see a difference when I do?”

-The lotion you are using probably doesn’t have the active ingredient Tyrosine in it! What that does is help stimulate all of the melanin and helps it rise to the surface a lot faster than it would not using lotion. Also, our lotions contain silk extracts that will help replenish and fight aging after you tan. Let’s find the best lotion for you today! I refuse to tan without lotion that’s how much of a difference I can guarantee you!

MONDAY INVENTORY (1-10 RATING) (1=OUT)

Employee:		Date:			
TANNING	TUAL	MIL	HV	OC	PTLD
VERSA SUMP PMP					
VERSA CAPS					
VERSA BARRIER CRM					
VERSA TOWELS					
BED CLEAN CAL CARE					
CAL CARE REST STRIPS					
LOTION SHELF					
LOTION SAMPLES					
EYEWEAR					
TOILET PAPER					
LAUNDRY SOAP					
MULTI CLEANER					
FLOOR CLEANER					
HAND SOAP					
BATHROOM SPRAY					
LRG GARB BAGS					
LIGHT BULBS					
TAPE					
CONTRACTS					
PRINTER PAPER					
RECEIPT PAPER					
WHITE ENVELOPES					
YELLOW ENVELOPES					
PENS					
STAPLES/STAPLER					
CALCULATOR					
STIKY NOTES					
BLACK INK MODEL/#					
COLOR INK MODEL/#					
BUSINESS CARDS					
CRYOSKN BROCIURES					
BOGO BROCIURES					
CRYO BROCIURES					

NOTES:

How to ring up an EFT sale:

Date: 10/8/2022 1:47 PM
Computer: 1
Receipt #: 1012810030
Ticket #: 1

Payment Amount

All Products Tan Services Provider Services Other Items Other Actions BarCode 123 --

10%TANTAX GOOD \$\$ 11111 1 WEEK TAN 111A-GROUPON ALL MEMBERSHIP ENROLLMENT EFT MEMBERSHIPS MONTHLY LOTIONS/EYE PRO/GIFT CERT MED SPA ONLY USE IF LOGGING ON CASH SHEET

PROMO SESSIONS SKINBASSADOR

Tender Pop Out Cancel

Ringing up a new EFT SALE-Go to the register: Then you will select **EFT MEMBERSHIPS MONTHLY**.

All Products Tan Services Provider Services Other Items Other Actions BarCode 123 --

EFT BRONZE \$0.00
EFT CRYOTHERAPY \$0.00
EFT DIAMOND \$0.00
EFT DIAMOND PLUS \$0.00
EFT GOLD \$0.00
EFT IR SAUNA/SPA CAP \$0.00
EFT LUMIERE FACE \$0.00

Tender Pop Out Cancel

You will then see this screen with the listed memberships, **select the one membership chosen**

General Account EFT Formulas Logs Packages Register Releases

Receipt Info Account EFT Account

Client: REX PENTICO ID: 77 Cashier: CANDACE DO Date: 10/8/2022 1:49 Computer: 1 Receipt #: 10128100 Ticket #: 1

Default Account Backup Account

Get Token: 8B6C77CC-F13D-4C22-8443-E7035428B22

Last Name: VISA First / Middle: CARDHOLDER Draft Type: VISA Last 4 #: 9240 Card Expire: 9/2027

Address: 18885 ROSE RD City: OREGON CITY State: OR Zip: 97045 Home Phone: Cell Phone: Work Phone:

Draft Salon: OREGONCITY Draft Day of Month: 1 Next Payment Date: 11/01/2022 Deactivate Date: 15 Next Draft Discount: \$0.00

Active Draft: Frozen Draft

Draft	Tax 1	Tax 2	Tax 3	Tax 4
\$119.00				
\$99.00				

Add Draft Total: \$218.00

Save Contract Cancel

Tender Pop Out Cancel

When you select the chosen **EFT tanning/med spa membership** you will see this screen shown above. **Select GET TOKEN** then it will transfer to the card reader for you to then swipe the card. It will automatically put the **name, card#** and **expiration date** in. You **MUST** enter in the **DRAFT DAY**-and **NEXT PAYMENT DUE DATE**-and **THE NEW DRAFT AMOUNT**.

Sale

Qty	Item Sold	Sold By	Gross Price	Discount	Net Price	Tax	Total
1	EFT DIAMOND	CANDACE DOSS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
1	MEMBERSHIP ENROLLM	CANDACE DOSS	\$1,000.00	\$881.00	\$119.00	\$0.00	\$119.00
2			\$1,000.00	\$881.00	\$119.00	\$0.00	\$119.00

Payment Amount

Total Due: \$119.00
Total Paid: \$0.00
Balance Due: \$119.00
Change: \$0.00

Tender Pop Out Cancel

HIP BASED COMPANY ... GO FOR IT ... !!!

You will then select their payment options. And then **HIT TENDER AFTER SELECTION PAYMENT OPTION AND ENTER THE BALANCE AND ALWAYS PRINT RECEIPTS.**

First Name: REX
Middle Name:
Last Name: PENTICO
Nickname:
Profile Picture: 

General Memo Popup Memo Secured Memo Kiosk Memo

AUTO EFT DIAMOND \$99 PER 1ST 7/3/22 -CS

Check the client profile to make sure the **email is loaded** so that if the client's card declines later I can send them an email. **If you do not fill in this entire section- the EFT Payment will NOT RUN.. and you will not get credit for this sale.**
This is how the memo should look above. If you do an upgrade replace and add the new info

HOW To load a Backup Card: You will be on the EFT section once your there
Click on GET TOKEN.

To load a Backup Card you will be on the EFT section once your there
Click on GET TOKEN.



LOOK AT YOU CARD READER AND SCREEN WILL APPEAR.
You should have the card information written on your log sheet.
Then hit the red X.

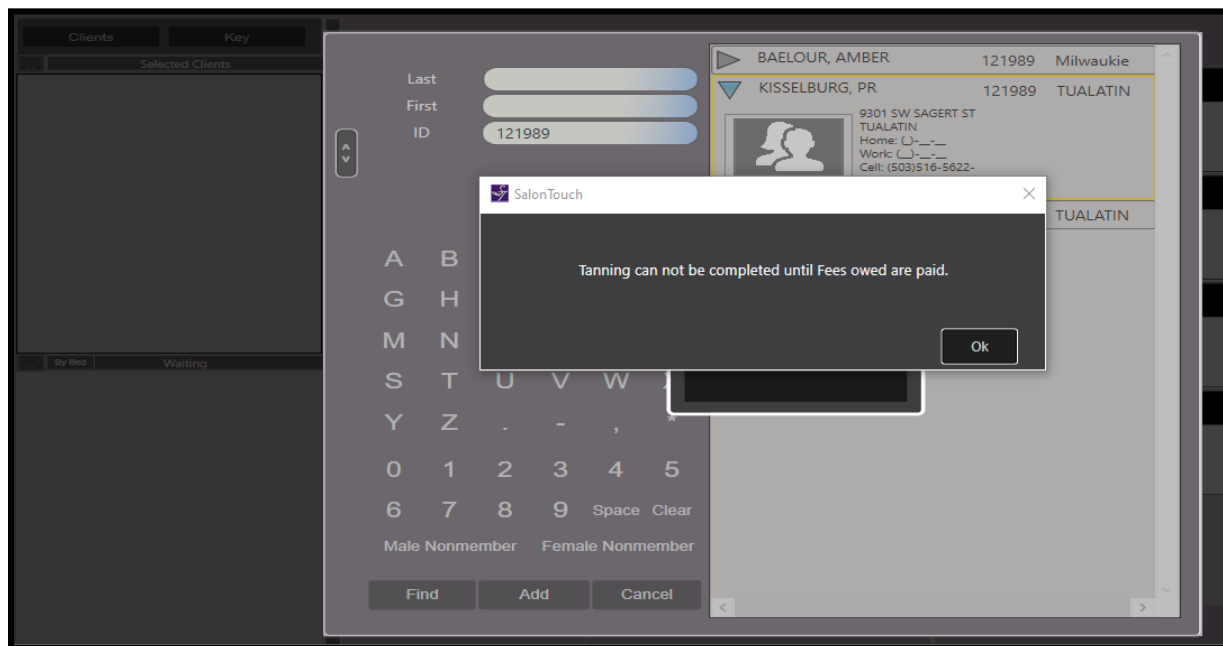
Your next screen should lead
you to ENTER ACCOUNT
NUMBER. Proceed to enter
the numbers and hit the
Green arrow when DONE.

Then enter Expiration and hit GREEN ARROW. Then enter the
customer's zip code and hit GREEN ARROW.

Then everything will transfer on to the computer. Then HIT SAVE
BUTTON.



HOW TO PAY FEES THAT ARE OWED: When checking in a customer and this memo pops up go to the client tab and reenter their number and select the account again.



The screenshot shows the SalonTouch software interface with the client profile for KISSELBURG, PR. The profile is divided into several sections:

- General:** First Name (PR), Middle Name, Last Name (KISSELBURG), Nickname, ID (121989), TUALA. Includes a checkbox for 'Include this client in client list reports' and tabs for Home, Work, and Other.
- Address:** Address 1 (9301 SW SAGERT ST), Address 2, City (TUALATIN), State (OR), Zip (97062), Email (PKISSELBURGDECKARD@GMAIL.COM), Cell ((503) 516-5622).
- Birthdate:** 12/19/1989, Age: 32 years 10 months, Gender (Female), Status (Married).
- Referred By:** (Empty field).
- Is Employee:** Is Not An Employee.
- Skin Type:** 4 High tolerance to UVR.
- Verification:** FingerPrints, Test Recog, Test Verify, Verify this Client.
- Visits:** First Visit (10/19/2021), Last Visit (06/12/2022), Last Verified, Next Verify.

At the bottom, there are buttons for Save, Delete, Pop Out, and Cancel.

Once you are back on their account click on the register tab to show the fees. You can also go on logs so see details on the fees.

<u>Oregon City</u>	<u>Milwaukie</u>	<u>Portland</u>	<u>Tualatin</u>	<u>Happy Valley</u>
1. HP Diamond bed. 12 min MAX 2. 32 lamp Bronze level, 160 watt, 10 min MAX 3. Emslim, 30 min MAX 4. 64 lamp Gold level, 160 watt, 7 min MAX 5. 52 lamp Silver level, 160 watt, 10 min MAX 6. Redlight Therapy 15 min MAX 7. Bronze level Stand UP, 12 min MAX 8. 52 lamp Silver level, 9 min MAX 9. VersaSpa	1. HP Diamond bed. 12 min MAX 2. RedLight Therapy 15 min MAX 3. Med Spa room 4. 64 lamp Gold level, 160 watt, 10 min MAX 5. 64 lamp Gold level, 160 watt, 10 min MAX 6. 52 lamp Bronze level, 160 watt, 7 min MAX 7. 52 Silver Stand up, 200 watt, 12 min MAX 8. Versaspa 9. Spacapsule 10. 32 lamp, 160 watt, 10 min MAX	1. Redlight Therapy, 15 min MAX 2. 32 lamp Bronze level, 160 watt, 10 min MAX 3. 38 lamp silver level, 160 watt, 10 min MAX 4. Diamond HP, 15 min MAX 5. VersaSpa 6. 52 lamp Gold level, 160 watt, 10 min MAX 7. 52 lamp Gold level, 160 watt, 10 min MAX 8. 64 lamp Diamond, 160 watt, 10 min MAX 9. Emslim	1. Diamond HP, 12 min MAX 2. 38 lamp Bronze level, 7 min MAX 3. 52 lamp Silver level, 7 min MAX 4. VersaSpa 5. 64 lamp Gold level, 7 min MAX 6. 52 lamp Silver level, 10 min MAX 7. Laser Hair Removal 8. Redlight Therapy, 15 min MAX 9. Silver level Sandup, 12 min MAX 10. Standup Redlight Therapy, 12 min MAX 11. IR Sauna 12. Emslim	1. Cryotherapy Room/Ferrari Unit 2. Diamond HP bed 12 minutes max 3. red light therapy 10 minute max 4. 38 lamp silver level 160 white 10 minute max 5. 44 lamp 160 watt 10 minute 6. EmSlim/IR Sauna room 7. MedRoom 8. 52 Lamp 180 watt 8 min stand up 9. 32 lamp 160 watt 8 minute 10. Versa Spray Booth

MEMBERSHIP AGREEMENT

NEW CLIENT ☐ YES ☐ NO
EYE PROTECTION ☐ YES ☐ NO



CORP.	EMPLOYEE	
Status	Client ID	
Date	Date	ID Checked
	Location	

CONTRACT INFORMATION

LAST	FIRST		
E-MAIL	PHONE		
MAILING ADDRESS	CITY	STATE	ZIP

SESSION / MEMBERSHIP INFORMATION

MEMBERSHIPS

☐ SUNSET ☐ BRONZE ☐ SILVER ☐ GOLD ☐ DIAMOND ☐ SPRAY ☐ RED LIGHT

MED SERVICES

☐ MICRO ☐ VELA ☐ HAIR REMOVAL ☐ CRYO
☐ LUMI LIFT ☐ NEEDLING ☐ INFRARED SAUNA ☐ OXYGENEO
☐ FIT WRAP ☐ LIPO LIGHT ☐ LUMI FACE
☐ CRYO-SKIN ☐ Slimming ☐ Toning ☐ Cryo-Facial

☐ 15 min ☐ 30 min ☐ 45 min ☐ 1 hour ☐ 1 x MO ☐ 2 x MO

TAN TAX \$ (PYMT X 6mo X 10%)

ENROLLMENT \$ (Down Payment Pro Rated 1st Month + 10% Tan Tax)

DATE OF WITHDRAWAL (/ /) • \$
1st Payment Due Monthly

PURCHASE NOTES

MEMBER DUES PAID ON

☐ 1st ☐ 15th

I understand that this is an automatically renewing month to month contract. That means that I must cancel by emailing service@bogotanning.com 30 days in advance of requested deactivation date.
Bogo does not prorate monthly payments. We have a simple 30 day request policy to deactivate any and all memberships. During these 30 days, you may have a final draft that comes out. Should this occur, your membership expiration date will extend automatically equal time.

FREEZE PROGRAM: WE DO OFFER A FREEZE/PAUSE PROGRAM (2-4mo) unlike most and it's \$9.00 per month. This will not terminate your membership, it will pause it.

By signing this CONTRACT below, you agree to be held responsible should any of your Credit Card payments not be approved by your bank or Credit Card Company. If your payment declines your entire balance becomes due immediately and a \$15.00 fee will be charged with each late and/or declined payment. You further acknowledge that by signing this form, you agree to waive the Signed Credit Card Slip for all agreed payments due. WHEN MAKING AN IN STORE PAYMENT IT MUST BE RECEIVED 4-5 DAYS PRIOR TO THE DUE DATE. It is also agreed that if any of your postdated checks or credit card payments default, BOGOTanning will use any and all previous credit card numbers on file in order to collect payment in full.

CCV #: _____

CHARGE ACCOUNT #: _____ CARD EXPIRATION _____

BUYER'S RIGHT TO CANCEL WITHIN 3 DAYS:

IF YOU WISH TO CANCEL THIS CONTRACT WITHOUT PENALTY, YOU MAY CANCEL IT BY MAILING A WRITTEN NOTICE TO BOGO TANNING AT 7552 SW NYBERG ST. TUALATIN, OR 97062 OR EMAILED TO service@bogotanning.com
THE NOTICE MUST SAY THAT YOU "DO NOT WISH TO BE BOUND BY THE CONTRACT" AND MUST BE EMAILED OR MAILED BEFORE MIDNIGHT OF THE THIRD BUSINESS DAY AFTER YOU SIGN THIS CONTRACT. IF YOU CANCEL WITHIN THE THREE DAYS, BOGO TANNING WILL RETURN TO YOU WITHIN 15 DAYS ALL AMOUNTS YOU HAVE PAID FOR, LESS PRODUCTS AND/OR SERVICES USED.

CLIENT

DATE

EMPLOYEE

DATE

PLEASE KEEP A COPY FOR YOUR RECORDS

WHITE: Corporate YELLOW: Member

HOURS WORKED: CLOCKED IN- **CLOCKED OUT-**

DATE: **SALON:** **NAME:**

<u>Count Cash Drawer</u>			
CASH IN TIL AT SHIFT STRT			
CASH TAKEN IN		<u>LOTION / COUNT</u>	Cash left in till
CHECKS		/	1-
C/C		/	5- →
TOTAL GOOD \$=		/	10-
SS EFT \$S INCREASE AMT=		/	20-
TOTAL EFT CONTRACTS=		/	VERSA
			(In -Booth)
			(1/3) (1/2) (FULL)
			Extra Jugs (#) 1 2 3

All sold-EFT Sold-Paid In Full-Sessions-Lotions -List below-

<u>CLIENTS NAME & I.D.#</u>	<u>PD in full</u>	<u>New Eft-DWN</u>	<u>Eft-Mo PMT</u>	<u>SOLD -Describe what you sold,also groupon # info</u>	<u>MEMO SCREEN</u>

.....YOU MUST LOG CARD NUMBERS BELOW.....

THIS AREA BELOW IS FOR YESTERDAYS BUSINESS

PASTDUE PMT.....PAYMENTS BEING MADE.....NEW CARD NUMBERS

EFT INSTORE PMT LOG---PREVIOUS EFT PURCHASE

<u>Customer Name & Client#</u>	<u>Pmt amt pd</u>	<u>PAYMENT TYPE: UPDATE CREDITCARD#</u>
		<u>CC#</u> <u>EXP.</u>
		<u>CC#</u> <u>EXP.</u>
		<u>CC#</u> <u>EXP.</u>
		<u>CC#</u> <u>EXP.</u>

BOGO TRAINING CHECKLIST		
EMPLOYEE:	DATE:	TRAINER: DATE:
TANNING	INITIALS	NOTES-MAKE A COPY TO KEEP FOR YOURSELF
CLOCKING IN/OUT		
CLIENT CARDS		
SEMI PRO DRESS CODE		
VERSA FILTER 1,2,3		
CLEANING VERSA		
CHNAGING VERSA SOLUTION		
PRICELIST SCRIPT MEMORIZED		
SALON TOUR SCRIPT MEMORIZED		
TRAINING ON WEBSITE		
COMPLETED STATE TEST ON SITE		
SCHEDULING APPTS		
WAITING LIST		
HEAT / YESTERDAYS BUSINESS		
OPENING PROCEEDURE,TV,MUSIC		
CLOSING PROCEEDURE,CHECKLIST		
BED LEVELS MEMORIZED		
CASHSEET/SAFE/CASH DRAWER		
MEMBERSHIP AGREEMENT		
MEMBERSHIP ENROLLMENT		
10% TANNING TAX, LAW		
DISCOUNTING (DICE)		
LOADING MEMBERSHIPS		
RECEIVING INSALON PYMTS		
HOW TO LOAD BACKUP CC		
DECLINED PAYMENTS		
LOGGING ALL CREDIT CARD #S		
DEACTIVATION/FREEZE PAGE		
MONDAY INVENTORY		
BED MAINT. REQUEST		
CORP FAX #		
REQUEST TIME OFF		
LOTIONS, HOW, WHY		
BRONZERS, TINGLES		
BOGO FACEBOOK INSTAGRAM DAILY		
EMERGENCY SHUTOFFS		
ELECTRICAL PANELS		
CRYOTHERAPY TANK CHANGE		
TMAXX PRO		
PLEASE DO NOT INITIAL IF DON'T UNDERSTAND		FAX TO CORP WHEN COMPLETE/PUT IN SAFE