

Consultation in the field of: Beauty & health

The initial situation:

First appointment on 10.06.2009: On the occasion of our first telephone conversation, Mr. Mario Hautz described the current situation within the company as follows: Your company, an independent Beauty and Wellness area in a 4-star hotel, has been in existence for approx. three years. In addition to the usual services, it also offers pain therapy, detoxification footbaths and nutritional advice. The customers have so far come mainly from the hotel. The frequency is rather moderate, and the value of the company's work is not really appreciated.

Our task:

1. Improvement of the frequency – more customers
2. Greater level of awareness – more customers from the surrounding area
3. Improvement of the appreciation of the services provided
4. Improvement of the communication with the hotelier
5. Increase of turnover and returns

These criteria were taken into account in the compilation of the HealingSheet,* incl. a general scan of all databases.

The resulting HealingSheet was set for transmission for three months.

Changes during this time:

In the first six weeks, appointments decreased almost to zero. This constituted a detachment from "old" behaviour and also the previous clientele. From this time, a major change took place. New customers with a positive and appreciative attitude began to arrive in large numbers, so that

* The QUANTEC® HealingSheet is a therapy program that contains all affirmations and remedies that are broadcasted to the client or the target. The HealingSheet is the result of an automated scan performed by QUANTEC®.



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better frequency and utilisation was achieved only three months after the start of transmission. The behaviour of the clientele has since become much more positive, producing improved mutual appreciation.

Second appointment after three months:

Following discussion of the previous changes, I made only minor changes to the existing HealingSheet, and set it for transmission for a further three months.

Changes during this time
(six months in total):

A continual improvement in frequency and utilisation by approx. 70%, associated with a substantial increase in turnover of around 60-70%. The people coming to the Hautz family for treatments now include not only guests from the hotel, but increasingly also people from the surrounding area and local residents. Two seminars have been held, with a very positive feedback from the participants. The tensions and differences of opinion with the hotelier have also been largely resolved, so that normal communication is now possible.

Our cooperation continues to the present date, so that a further increase in utilisation and turnover can be expected!

This consultation and implementation took place in the first months solely by telephone.

At this point I would like to express once again my thanks to the Hautz family for their trust and confidence. I would also like to express my thanks for the rapid changes made, without which such a success would not have been possible. Thank you very much.

We wish the Hautz family continued success.

Brigitte Kraus & Stephan König



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