Spa World Jumps in with Both Feet to Drive Up Sales with **Second Nature AI** Role Plays

SecondNature

The Results

- Closing rates rose from 20% to 35%
- SQL's increased from 20% to 25%
- Onboarding time shortened by 30-40%
- Spa World salespeople consider Second Nature to be the most effective training medium

THE COMPANY

Spa World is the largest spa pool specialist retail company in the world, part of a global network and owned by the US-headquartered Jacuzzi company. The company sells spas and saunas in Australia and New Zealand through its 24 brick & mortar stores, with a total of around 35 salespeople across the two countries.

THE PROBLEM

Closing Sales in the Highly Competitive Spa Market

According to Andrew Pullen, Managing Director of Spa World, spa sales in New Zealand and Australia are quite competitive and challenging. This is due to the fact that the population is relatively small, and, as he said, "often you're selling someone a product that's the second or third biggest purchase they've made in their lives."

The average transaction size is A$18,000, but sales can also be A$40,000 or more, far more than the cost of a car, which means each potential customer needs to be handled carefully. That said, according to Andrew, a good salesperson can sell a spa within 40 minutes of someone walking into the store, and 80% of the time they close a sale on a customer's first visit.

That requires Spa World's salespeople to be on top of their game all the time, so the company invests heavily in ongoing training for the sales team. Andrew was looking for another layer to add to the company's existing training processes. "We're constantly looking for that edge, and Second Nature is our latest edge."

> "We've added Second Nature as a new layer in our ongoing training along with several other changes, and as a result we've increased our closing rate for SQLs from 20% to 25%. Our sales team onboarding time has also gone down by 30-40%. Even our most experienced salespeople say they gain something new each time they practice with Second Nature.
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THE SOLUTION

Weekly Training with Second Nature's AI Role Plays

- Spa World uses Second Nature for three types of training courses
- Spa World publishes a new role play every week
- Fully integrating Second Nature into the company culture was vital for success

Each week the team has a cadence of live remote training, followed by a Second Nature role play for reinforcement. They are creating and releasing a new role play every week.

Quick and Easy Role Play Creation

"I find it really fun to build a new course"
Andrew shared, and said that although he sets aside two hours each Friday for this, he can typically build, test and publish a new role play on Second Nature in less than an hour.

He uses Second Nature for three types of courses, all of them aimed at the company's in-store sales team:

- Sales processes, including greeting the customer, ascertaining their needs, and transitioning from presentation to close
- Product knowledge, including how to talk about the features in spas or saunas
- Overcoming objections, such as if a customer asks how Spa World's product compares with something offered by a competitor.

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Spa World Employees Embrace Second Nature Training

Spa World has set "completing a Second Nature training" as one of their five expectations from salespeople, and they've seen an ***85-90% weekly completion rate.*** *Sales managers remind their team members, and Andrew himself sends reminders throughout the week, using the Second Nature dashboard to track completion. The company also runs a monthly competition with a $500 spiff for whoever gets the top average score.*

In the first three months since introducing Second Nature, the salesforce has completed 1,300 sessions across 18 different courses.

Weaving Second Nature into Spa World's Culture

Andrew attributes his success with Second Nature to the fact that they jumped in fully "boots and all." To succeed, he advised, "Second Nature needs to be a core part of your training systems, and more than that, it needs to be part of the culture of the organization. You need to institutionalize it. It needs to become 'second nature' to do your training session every week."