

Sue Kinch, newly appointed Director of Business Development for Schenden's Spas is all about building mutually beneficial business relationships. "By building business relationships we can all better satisfy our customers and employees while growing our business," says Kinch.

Chambers of Commerce and local business networking appeal to Kinch who focuses on quality rather than quantity when making connections. "I'd rather make one meaningful connection than pass out twenty business cards." When interacting with others, Sue listens for opportunities to offer ideas, contacts or other assistance.

"One of my favorite things to do is provide a supply of gift certificates for Schenden's Spas services to local business owners," says Kinch. "The business owners then use our gift certificates to recognize, encourage or thank their employees and customers. When the gift certificates are redeemed, Schenden's Spas has the opportunity to turn the recipient into a life long client." In return, business owners provide gift certificates to their businesses that Kinch uses to reward her clients and employees. "We have spas in Lake Orion, Orion Township and Troy. Our employees and clients are potential customers for other local businesses. I'm always interested in exploring new options."

Kinch doesn't claim this idea as her own. Michael J. Schenden, MD is the Chief of Plastic Surgery at William Beaumont Hospital in Troy and Schenden's Spas Medical Director. Leslie Bean oversees both the surgical practice and the spas. "When Dr. Schenden and Leslie hired me to help with the growing business, they both communicated how important it is to be cognizant of being part of the local community," says Kinch. "We regularly support local fundraisers and auctions with donations rather than spend money on radio or television advertisements, a practice in place long before I came on board." Kinch can be reached at (248) 524-3622.