

Team Sales Training Lesson Plan: *How to Sell Bath Bombs*

Part 1: Know What You're Selling

1. What Bath Bombs Are (The Simple Version)

Bath bombs are single use, scented products that fizz and dissolve in warm water, releasing color, scent, and skin loving ingredients. They're used to make bath time more relaxing, fun, and luxurious.

2. Key Benefits (Why People Buy Them)

Bath bombs aren't just pretty, they serve a purpose. Customers love them because they're:

- **Relaxing** – They create a calming, spa-like vibe at home.
 - **Fun** – Kids (and adults) love the fizz, colors, and surprises.
 - **Giftable** – They make perfect birthday, holiday, or “just because” gifts.
 - **Consumable** – Customers use them up and come back for more.
 - **Affordable luxury** – They feel special without being expensive.
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3. How to Use a Bath Bomb

You'd be shocked how many people *don't* know. Keep it simple:

1. Fill the tub with warm water.
 2. Unwrap the bath bomb.
 3. Drop it in and watch it fizz!
 4. Relax, breathe, soak, enjoy.
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4. What's Inside (Basic Ingredient Breakdown)

Without going full cosmetic chemist, here's what matters:

- **Baking Soda + Citric Acid** – That's what makes the fizz.
 - **Fragrance or Essential Oils** – That's where the scent comes from.
 - **Colorants** – Safe, water-soluble colors for visual fun. (FDA&C approved)
 - **Skin-Softening Ingredients** – Coconut oil, shea butter and kaolin clay to be exact.
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5. What Makes *These* Bath Bombs Special

There are bath bombs, and then there are *your* bath bombs. Make sure the team know the standout features:

- **Handmade in the USA** – Every bath bomb is crafted in small batches with care.
 - **We don't cut corners** – No filler ingredients or watered-down formulas to save a buck.
 - **This started as a passion project** – Bath bombs were our obsession *before* they were our business.
 - **Seasonal collections drop every 2 months** – We always have something new, fun, and limited.
 - **Creative designs that stand out** – From popsicles to duck bombs to shark teeth, our shapes are made to spark joy (and get grabbed).
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Part 2: Selling Bath Bombs (Without Being Pushy)

1. Identify Who You Are Selling To?.

The Bath Bomb Lover

They already get it. This is part of their ritual, their routine, their identity.



"It's self-care, it's calorie-free, and it makes them feel pampered without leaving the house."



Talking Point:

"You already know the routine - these are limited-time scents you'll love mixing into your weekly soak."

The Mom (or Grandma) Shopping for Kids

They want bath time to go *easier*—or be a treat.



These are fun, sugar-free rewards that don't add clutter.



Talking Point:

"These are a great way to get kids excited for bath time. They love the fizz, and you don't end up with more plastic toys or candy in the house."

The Husband / Partner

He's looking for a gift. He doesn't want to mess it up. (hint: can't go wrong with bath bombs)

Bonus: he's probably a closet fan himself.



"Nothing is more relaxing after a hard workout than a hot soak."

 Talking Point:

“These are a perfect just-because gift. And honestly? Most of the guys who pick one up grab an extra for themselves.”

The Gift Giver

They love finding thoughtful, easy gifts—or they just need something quick that won’t flop.

 Bath bombs are perfect because *everyone bathes*, they don’t trigger food allergies, they don’t need to match anyone’s style, and they won’t take up space forever. Consumable = clutter-free = genius.

 Talking Point:

“These are the perfect go-to gift—no size, no allergies, no clutter. Just stock up and you’ll always have something ready for birthdays, teacher gifts, or last-minute surprises.”

The Browser (“But I Don’t Take Baths”)

They’re smelling everything and loving the vibe, but hesitant because “I don’t really take baths.”

 They’re *tempted*, but need options.

 Talking Point:

“Not a bath person? No problem, our shower steamers are perfect for you. Or they are great for gifts, they’re always a hit and easy to keep on hand.”

2. How to Figure Out Which Customer You’re Talking To

The easiest way to help someone buy is to understand *why* they’re shopping in the first place. Here’s how to figure that out, fast:

Ask Simple Questions

- “Shopping for you or someone else today?”
- “Have you tried these before?”
- “Do you like sweet scents or more relaxing ones?”

Listen for Clues

- “I’m just looking for a little something...” → **Gift Giver**
- “My kid would go nuts for this one” → **Mom/Kid Shopper**
- “I just want something relaxing after work” → **Bath Bomb Lover or Husband**
- “These smell amazing but I don’t have a tub” → **Browser**

The goal isn't to interrogate, it's to start a convo that helps guide them to what they'll love.

 Staff Prompt:

Ask with curiosity, not pressure. Most people are happy to share *why* they're browsing, you just have to open the door.

3. Be the Shopping Friend

Now that you know the product *and* the person, you're not "selling." You're just helping them have a good experience. Think of it as being a **friendly shopping buddy** with good taste and insider tips.

Here's how to do that naturally:

 Show Up with Good Energy

Smile. Be warm. Genuinely excited. If you smell a bath bomb and go "OMG this one is so fun," the customer's way more likely to pick it up too.

 Staff Prompt:

"This one's my favorite this week: I just love how clean and fruity it is. Wanna smell it?"

 Listen Carefully

If they say, "I'm shopping for my niece," don't hand them a eucalyptus bomb. That's your cue to show them a fun shape or a mini pack instead.

 Mirror Their Energy

If they're quiet and slow, keep it calm. If they're chatty and enthusiastic, match that vibe. Don't overpower the interaction, *read the room*.

 Be Confident

You don't need a script, you just need to believe in the product and be helpful. Your job is to make the decision easy and fun.

 Staff Reminder:

You're not selling, you're helping people find something they're going to love. Big difference.

Reminder: Some Customers Want to Browse Alone

Not everyone wants help, and that's okay. After a warm greeting and a friendly intro question, **if the customer backs off or gives a short "just looking" response**, respect their space.

 Staff Line to Use:

“No problem at all! My name’s [Your Name]. I’ll be nearby if you have any questions or want to smell some of our favorites!”

This keeps the vibe helpful, not pushy and leaves the door open if they change their mind.

 **Pro Tip:** Even quiet shoppers notice good service. A smile, a well-stocked display, and low-pressure space to browse go a long way.

4. Help Them Keep Shopping (Don't assume they are done)

Once a customer has picked something up or even *looks* ready to check out, **don’t assume they’re done**. Often, they’ve just found the first thing that caught their eye.

Instead, ask one simple, friendly question to help them consider more:

 Staff Questions to Try:

- “Are you shopping for anyone else today?”
- “Do you want to put a little gift bundle together?”
- “Want to see what’s in the seasonal collection too?”
- “We’ve got a deal if you grab a couple, want me to show you?”

This opens the door to keep browsing, build a bundle, or grab a backup gift, *without pressure*.

 **Pro Tip:** Many customers want help deciding, but don’t want to feel sold to. Asking the right question makes them feel taken care of **and always let *them* tell you when they’re done**. When they say, “That’s all for today,” smile and move into checkout with confidence. No awkward pressure. No “are you suuuure?” Just great service.

5. Make Checkout Count

Just because they’re checking out doesn’t mean the sale is over. This is a perfect time for:

 Impulse Add-Ons

This is your last chance to introduce something new or offer a little surprise that keeps them thinking about you long after they leave.

 If they’re already buying bath bombs:

“You’re gonna love these, have you smelled this one yet? It’s our Staff Pick of the Week.”

 If they’re not buying bath bombs:

“Have you ever tried one before? You totally should, they’re such a simple way to unwind.”

Honestly, everyone deserves a little self-care treat.” (add in personal comment here like “It’s my favorite way to unwind” etc.)

Collect Emails

Hopefully you’re already doing this, but if not, it’s time to start. Don’t let a happy customer walk away and forget you. Collecting customer emails is one of the best ways to bring them back in when your next seasonal collection launches.

💬 **“Want us to email you when the next seasonal scents drop? They usually go quick.”**

Keep it casual, make it optional, and always tie it to value (new stuff, limited products, early access). It’s not just an email, it’s a reason to come back.

Mention What’s Coming Next

Only if they’re buying a bath bomb or steamer, **mention the next collection casually** to spark interest. (If your store stocks the seasonal collection)

💬 **Staff Prompt:**

“If you like these, you’ll love our [upcoming holiday] scents, we’ve got some really fun ones launching soon!”

 **Pro Tip:** Customers who leave thinking, “Ooh I want to come back for that,” are more likely to become regulars.

Final Recap: Be Helpful, Be Genuine, Be the Reason They Come Back

You don’t need scripts, sales pressure, or awkward upsells.

You just need to know your product, know your customer, and be a friendly, helpful human.

Here’s what to remember:

- Know the bath bombs: how they’re made, how to use them, why they’re special
 - Figure out what kind of customer you’re talking to
 - Be a shopping friend, not a sales robot
 - Don’t assume they’re done, ask helpful follow-up questions
 - Make checkout a moment: bundles, impulse grabs, email signups, excitement for what’s next
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☀️ **Staff Picks: A Simple but Powerful Sales Tool**

Every staff member should pick *their* favorite bath bomb and be ready to share why they love it. It makes customer conversations more authentic, and helps connect people to products they might've overlooked.

How to do it:

1. Choose your personal favorite scent or shape
2. Write a quick note with your name and why you love it
3. Display it near the product with a handwritten sign or mini tag



Example:

"Jess's Pick: Mermaid Wishes: It smells like tropical vacation and I always grab one after a long day."

Customers love recommendations that feel real, not rehearsed.

Team Bath Bomb Sales Training Worksheet

Team Member Name: _____

Date Completed: _____

PART ONE: Understanding the Product

1. In your own words, what is a bath bomb?

2. Why do (or should) people use bath bombs?

List at least two good reasons:

- _____

- _____

3. How do you use a bath bomb?

(Write the 3 main steps)

1. _____

2. _____

3. _____

4. Where are these bath bombs made?

5. What's in our bath bombs?

Check all that apply:

- ☐ Baking Soda
- ☐ Citric Acid
- ☐ Coconut Oil
- ☐ Shea Butter
- ☐ Glitter
- ☐ Essential Oils or Fragrance
- ☐ Kaolin Clay
- ☐ Sulfates
- ☐ Preservatives
- ☐ Colorants (FDA&C approved)

PART TWO: Selling With Confidence

6. Here are the 5 main types of customers, what's one way to help each one?

Customer Type	How to Help Them
Bath Bomb Lover	
Mom (Shopping for Kids)	
Husband/Partner	
Gift Giver	
Browser	

7. What are 2 questions you can ask to figure out what kind of customer you're talking to?

1. _____

2. _____

8. What does it mean to be a “Shopping Friend” instead of a sales person?

9. A customer wants to browse alone. What do you say to respect their space but stay helpful?

10. A customer looks like they’ve finished shopping. What’s something you can say to gently continue the conversation without pressure?

11. You are at the register. What do you ask...

- If they already have bath bombs in their cart:

- If they don’t have any bath bombs yet:

12. Why is collecting emails important? What should you say to encourage sign-ups?

☒ **Trainer Signature:** _____

☒ **Team Member Signature:** _____