



ITEC



VTCT

APPRENTICESHIP ON PROGRAMME QUALIFICATION

On-programme assessment book

Apprentice name:

Apprentice number:

BT2D17

VTCT Level 2 Diploma for Beauty Professionals

(Beauty and Make-up Consultant)

603/3694/8

The qualification

This is an on-programme assessment book to evidence the achievements of required assessments for this VTCT regulated qualification. The on-programme assessment book can be completed by assessors to confirm that you have achieved all mandatory units.

Qualification title	VTCT Level 2 Diploma for Beauty Professionals (Beauty and Make-up Consultant)
Qualification number	603/3694/8
VTCT product code	BT2D17
First registration date	1st December 2018
Age range	16-18, 19+
Total qualification time (TQT)	397
Guided learning (GL) hours	245
Assessment	<p>The following units will have one overarching external examination to assess knowledge and understanding:</p> <ul style="list-style-type: none">• UBT251 - Instruct the use and application of skincare products and make-up• UBT252 - Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows• UBT253 - Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin• UBT254 - Advise and demonstrate a range of beauty retail products, tools and equipment for the nails <p>The external examination will be a Pass/Fail MCQ. You must achieve a pass mark of 70%.</p>
Pre-requisite entry requirements	Learners who wish to undertake this qualification must also achieve the VTCT (ITEC) Level 2 Award in Infection Prevention (COVID-19) for Beauty Retail Services qualification or a regulated equivalent.

Overview

On completion of this qualification you will be able to provide advice to customers on beauty products as a brand ambassador in a retail setting. You will be able to select and demonstrate a range of retail beauty products, tools and equipment in order to provide advice and recommendations on:

- Facial skincare products
- Make-up products
- Eyelash and eyebrow products
- Nail products
- Perfume

You will be able to implement safe working practices which meet legal, industry and organisational requirements and record, maintain and store confidential customer information to assist with the selection of appropriate products, tools and equipment to meet customer needs.

You will be able to complete promotional activities whilst maintaining the standards of professional appearance, the brand image, etiquette and required hygiene. You will be able to facilitate the customer journey, from their initial interest in the brand through advice, recommendation and demonstration of products to closing the sale whilst portraying the professionalism and values expected by the retail beauty industry.

Structure

To be awarded the VTCT Level 2 Diploma for Beauty Professionals (Beauty and Make-up Consultant) you must achieve all mandatory units.

VTCT product code	Unit title	Level	GL	Unit reference number
Mandatory units				
UBT251	Instruct the use and application of skincare products and make-up	2	40	D/617/2680
UBT252	Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows	2	30	H/617/2681
UBT253	Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin	2	45	K/617/2682
UBT254	Advise and demonstrate a range of beauty retail products, tools and equipment for the nails	2	30	M/617/2683
UBT255	Participate in promotional activities	2	30	T/617/2684
UBT256	Advise, demonstrate and sell beauty products to customers	2	30	A/617/2685
UBT257	Advise and demonstrate perfumery recommendations to customers	2	40	F/617/2686

Progression record

This table is to help you keep track of the achievement of units.

Unit code	Date achieved	Assessor initials	IQA (if sampled)	EQA (if sampled)
UBT251				
UBT252				
UBT253				
UBT254				
UBT255				
UBT256				
UBT257				

Overarching examination

An overarching external examination will assess knowledge criteria (highlighted in blue) from the relevant mandatory units. Your assessor will complete the table below when the 70% pass mark on the overarching external examination has been achieved.

Overarching external examination achievement		✓
Assessor		<input type="checkbox"/>
Signature:		Date:

Transferable skills

You must demonstrate core behaviours, safe working practices and the professionalism and values associated with the role of a Beauty and Make-up Consultant. You will be able to work without supervision to a high level of precision, with exceptional customer care skills. These transferable skills are embedded within all the units and their learning outcomes and will naturally be covered over the period of learning.

The transferable skills are detailed at the back of the book:

- Professionalism and values
- Safe working practices
- Core behaviours

Guidance on assessment

Centre Assessor Requirements

This qualification is assessed and quality assured by centre staff. Work will be set to improve practical skills, knowledge and understanding. For practical elements, learners will be observed by internal assessors. All work must be collected in a portfolio of evidence and cross-referenced to requirements listed in this on-programme assessment book.

The on-programme assessment book is your property and must be in your possession when you are being assessed or quality assured. It must be kept safe. In some cases your centre will be required to keep it in a secure place. You and your assessor will together complete this book to show achievement of all learning outcomes, assessment criteria and ranges.

For information on the roles, responsibilities, authorities and accountabilities of assessors refer to VTCT's Centre Handbook and Approval Criteria, which can be downloaded from the VTCT website.

Internal Quality Assurance

Centres must have an IQA to ensure assessment decisions are consistently applied between assessors, and that learner work is to the required standard. Each assessor's work must be checked and confirmed by the IQA. Assessment decisions must be standardised to ensure that all learners' work has been assessed to the same standard and is fair, valid and reliable.

Evidence of internal quality assurance must be recorded, retained and made available for the external quality assurer (EQA).

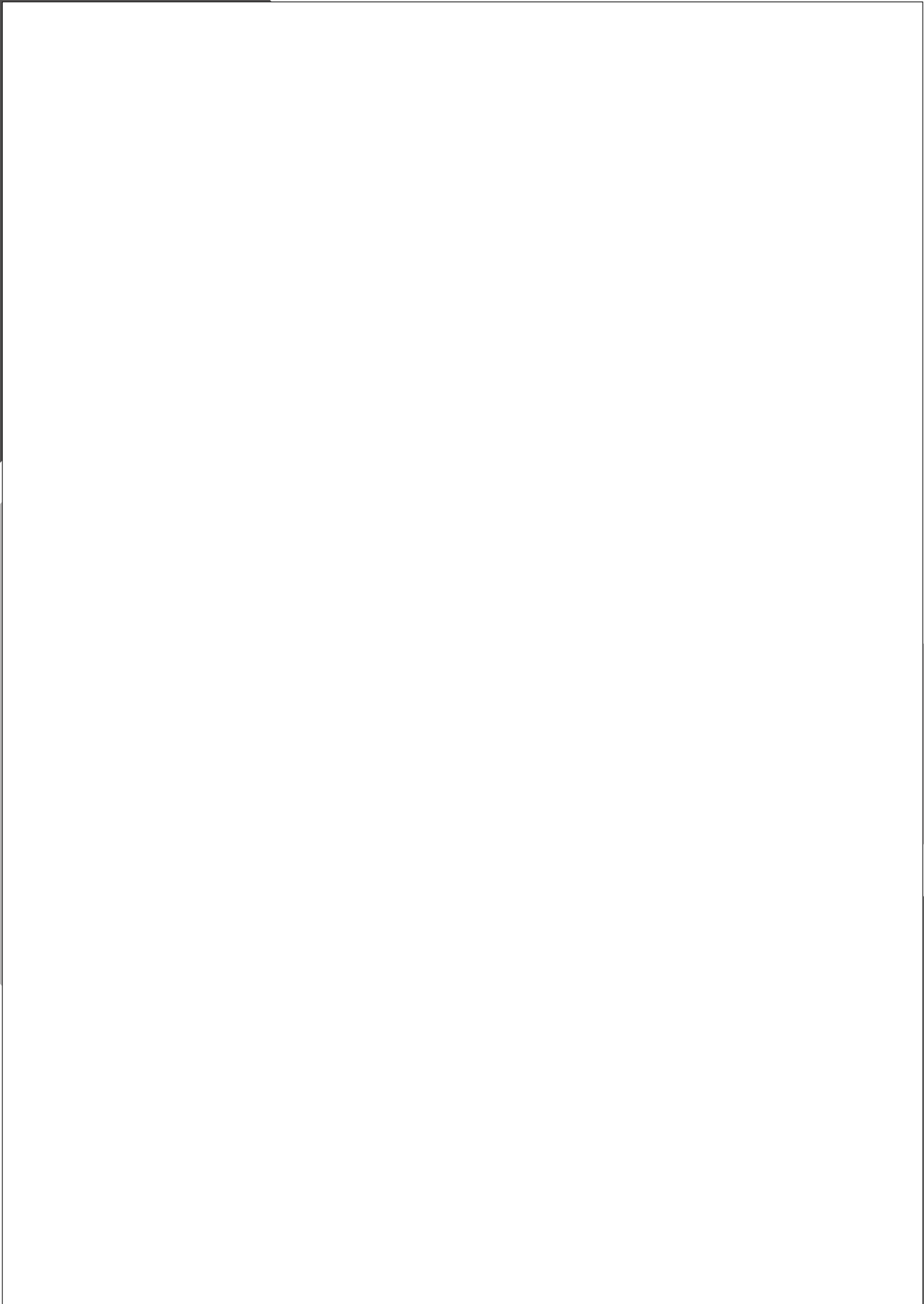
For information on the roles, responsibilities, authorities and accountabilities of IQAs, and internal quality assurance more generally, refer to VTCT's Centre Handbook and Approval Criteria, which can be downloaded from the VTCT website.

External Quality Assurance

An external quality assurer, appointed by VTCT, will visit the centre to sample and quality-check assessments, the internal quality assurance process and the evidence gathered. Between visits EQAs are available to offer advice and guidance on any aspect of quality assurance, via telephone or email; additional quality assurance visits can be arranged.

Random sampling is arranged between the centre and the EQA. The EQA will choose a sample of named learners to cover a variety of skills, knowledge, units and assessors. Through the sampling process the EQA will seek to assure that all assessment decisions made at the centre are consistent, fair, valid, and reliable. The EQA will also seek to confirm that all assessments conducted meet national standards.

Notes



D/617/2680

Level 2 - UBT251

**Instruct the use and application of
skincare products and make-up**

UBT251

Instruct the use and application of skincare products and make-up

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.


The main aim of this unit is to develop your practical skills and knowledge to consult with customers in order to prepare, plan, deliver and evaluate the success of the skincare and make-up instruction activities. You will need to know the methods of demonstrating skincare and the relevant make-up application techniques, the use of tools and equipment, and how to tailor the skincare and make-up instruction to meet customer needs and the occasions identified.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **two** occasions, each one must involve instruction on a different customer.
3. From the range, you must show that you have:
 - Covered all objectives
 - 2 via practical observations
 - 2 via additional evidence
 - Identified all skin types
 - Identified all skin conditions
 - Used all skincare products
 - Used all make-up products
 - Used a minimum of 4 tools
 - Used all instructional techniques
 - Used all the evaluation techniques
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will be assessed by **one overarching external examination (MCQ)** which must be achieved. The criteria which are assessed in this examination will be highlighted in blue. All remaining knowledge and understanding (including knowledge range) criteria should be recorded in the following types of acceptable evidence, which are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Task based controlled assessment
 - Witness statements

Practical

You will be able to:

LO1 - Consult, plan and prepare for the safe and effective instruction on the use and application of skincare products and make-up	
a. Acknowledge customers via verbal and non-verbal means	<input type="checkbox"/>
b. Ascertain the customer's time pressures and their expectations of the demonstration to agree objectives	<input type="checkbox"/>
c. Identify customer allergies to products or ingredients, and avoid the application of these	<input type="checkbox"/>
d. Obtain the customer's permission to carry out the demonstration	<input type="checkbox"/>
e. Perform hand hygiene procedures, prior to touching the customer's skin	<input type="checkbox"/>
f. Prepare the customer and self to meet legal and organisational or company requirements	<input type="checkbox"/>
g. Position the customer to meet the objectives of the service	<input type="checkbox"/>
h. Establish suitable environmental conditions for the customer and the service (heating, lighting and ventilation)	<input type="checkbox"/>
i. Collect and prepare all tools, materials and products needed for an effective and hygienic demonstration	<input type="checkbox"/>
j. Use questioning techniques and listening skills to obtain customer information	<input type="checkbox"/>
k. Recognise the customer's skin type and skin condition	<input type="checkbox"/>
l. Establish that the objectives of the skincare products and make-up application are clear, realistic and agreed with the customer	<input type="checkbox"/>
m. Select a suitable range of skincare products and make-up to suit the customer's skin type, skin condition, colouring, agreed objectives and the type of instructional techniques to be used	<input type="checkbox"/>

You will be able to:

LO2 - Deliver skincare and make-up instruction		✓
a. Demonstrate skincare products and make-up application in a way that promotes customer confidence and interest in the products		<input type="checkbox"/>
b. Explain the use and purpose of the make-up tools to achieve the techniques demonstrated		<input type="checkbox"/>
c. Use appropriate resources throughout the instructional activity to aid customer understanding		<input type="checkbox"/>
d. Demonstrate the skincare and make-up instruction at a pace suitable for the customer and within the commercial timeframe required by the organisation or company		<input type="checkbox"/>
e. Encourage the customer to ask questions throughout the instructional activity		<input type="checkbox"/>
f. Conclude the instructional activity and establish with the customer that their objectives and expectations have been met		<input type="checkbox"/>

LO3 - Evaluate and advise the customer on skincare products and make-up		✓
a. Evaluate the success of the skincare and make-up instruction activity to confirm that the customer has an understanding of the techniques necessary to achieve the desired look		<input type="checkbox"/>
b. Provide the customer with information on the skincare products and make-up, tools and equipment used and where to purchase them		<input type="checkbox"/>
c. Provide written instructions on how to use skincare products in a skincare and make-up routine when required		<input type="checkbox"/>

Your performances for LO1, LO2 and LO3 will be recorded on at least two occasions.

Performance	1	2
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Covered all objectives ✓	Portfolio reference
• Minimal make-up, to subtly enhance the natural features <input type="checkbox"/>	<input type="text"/>
• Natural make-up, a full make-up with natural tones <input type="checkbox"/>	<input type="text"/>
• Dramatic make-up, a full make-up with bold eyes and/or lips <input type="checkbox"/>	<input type="text"/>
• Special occasion make-up, an appropriate make-up for a wedding/birthday <input type="checkbox"/>	<input type="text"/>

Identified all skin types ✓	Portfolio reference
• Oily <input type="checkbox"/>	<input type="text"/>
• Dry <input type="checkbox"/>	<input type="text"/>
• Combination <input type="checkbox"/>	<input type="text"/>

Identified all skin conditions ✓	Portfolio reference
• Sensitive <input type="checkbox"/>	<input type="text"/>
• Dehydrated <input type="checkbox"/>	<input type="text"/>
• Mature <input type="checkbox"/>	<input type="text"/>

Used all skincare products ✓	Portfolio reference
• Cleansing <input type="checkbox"/>	<input type="text"/>
• Toning <input type="checkbox"/>	<input type="text"/>
• Moisturising <input type="checkbox"/>	<input type="text"/>
• Primers <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Used all make-up products	✓	Portfolio reference
• Foundations	<input type="checkbox"/>	<input type="text"/>
• Concealers	<input type="checkbox"/>	<input type="text"/>
• Face powders	<input type="checkbox"/>	<input type="text"/>
• Highlighters	<input type="checkbox"/>	<input type="text"/>
• Shaders	<input type="checkbox"/>	<input type="text"/>
• Bronzers	<input type="checkbox"/>	<input type="text"/>
• Cheek colour	<input type="checkbox"/>	<input type="text"/>
• Eyebrow products	<input type="checkbox"/>	<input type="text"/>
• Eye colour products	<input type="checkbox"/>	<input type="text"/>
• Eye liners	<input type="checkbox"/>	<input type="text"/>
• Mascaras	<input type="checkbox"/>	<input type="text"/>
• Lip liners	<input type="checkbox"/>	<input type="text"/>
• Lip colour products	<input type="checkbox"/>	<input type="text"/>

Used a minimum of 4 tools	✓	Portfolio reference
• Disposable items	<input type="checkbox"/>	<input type="text"/>
• Sponges	<input type="checkbox"/>	<input type="text"/>
• Brushes	<input type="checkbox"/>	<input type="text"/>
• Tweezers	<input type="checkbox"/>	<input type="text"/>
• Spatulas	<input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Used all instructional techniques ✓	Portfolio reference
• Skills demonstration <input type="checkbox"/>	
• Use of visual aids <input type="checkbox"/>	
• Verbal explanation <input type="checkbox"/>	
• Use of written instructions and recommendations <input type="checkbox"/>	

Used all the evaluation techniques ✓	Portfolio reference
• Questioning <input type="checkbox"/>	
• Listening <input type="checkbox"/>	
• Visual/image <input type="checkbox"/>	
• Manual <input type="checkbox"/>	
• The effects of lighting <input type="checkbox"/>	

Feedback

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Knowledge

The criteria which are assessed by external examination will be highlighted in blue. All remaining knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO4 - Consult, plan and prepare for the safe and effective instruction on the use and application of skincare products and make-up	Portfolio reference
a. Outline why it is important to establish customer's time pressures and expectations of a demonstration to meet the agreed outcome	
b. Identify the ingredients of skincare products and make-up products and the importance of checking for known allergies	
c. State the reasons for checking if the customer wears contact lenses or glasses	
d. Outline the importance of gaining customer's permission to carry out demonstrations	
e. Describe the environmental conditions suitable for the customer and service and how to maintain them	
f. Outline the importance of thorough preparation for a demonstration and instructional activity	
g. Outline the theory of colour and the effects of lighting in relation to make-up application	
h. Explain how to use a range of questioning techniques and listening skills to gain required information	
i. Identify the structure and functions of the skin and the skin cell renewal process	
j. Identify the main bones of the skull that affect the shape of the face	
k. State how to recognise different skin types and skin conditions	
l. Explain why it is important to respect any sensitivities regarding the customer's personal appearance	
m. Outline the importance of agreeing and managing the customer's expectations and objectives of the service	
n. Describe how to select a suitable range of skincare products and make-up products to suit a customer's skin type, skin condition and colouring	

Criteria highlighted in blue will be assessed in the external examination

You will know and understand how to

LO5 - Deliver skincare and make-up instruction
a. Outline the methods of gaining the customer's confidence and maintaining their interest in the products being demonstrated
b. Explain ways of balancing instructional techniques with active selling and promotional techniques to capture customer interest and subsequent sales
c. Describe different methods of presenting information to suit different customers and encouraging them to ask questions throughout the instructional activity
d. Outline methods of using and demonstrating make-up application techniques using make-up tools
e. Identify how to tailor and adapt the skincare and make-up instructional activity to meet individual customer's diverse needs
f. Outline ways of checking customer's understanding and their ability to carry out skincare and make-up application on themselves
g. Explain the importance of delivering the instructional activity at a pace suitable for the customer and that meets the commercial timeframe of the organisation or company
h. Describe how to draw the instructional activity to an end and seek agreement with the customer that their expectations and objectives have been met

Portfolio reference

Criteria highlighted in blue will be assessed in the external examination

You will know and understand how to

LO6 - Evaluate and advise the customer on skincare and make-up	Portfolio reference
a. Outline the type of questions that can be used to confirm that the customer has an understanding of the techniques necessary to achieve the desired look	
b. Identify where to locate information on the skincare and make-up products, tools and equipment used and how to advise the customer where they can purchase them	
c. Identify the types and benefits of the skincare products used	
d. Identify the types and benefits of the make-up products used	
e. Explain why it is important to allow the customer to feel, smell and experience the products	
f. Describe methods of evaluating the success of the skincare and make-up instructional activity	

Criteria highlighted in blue will be assessed in the external examination

The overarching external examination will assess criteria which have been highlighted in blue. Your assessor will complete the table in the front of this on-programme assessment book when the 70% pass mark on the overarching external examination has been achieved.

All remaining knowledge and understanding criteria that is not assessed in the examination should be recorded as all unit criteria must be achieved.

Knowledge criteria		✓
Assessor		<input type="checkbox"/>
Signature:	Date:	

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Theory of colour ✓	Portfolio reference
• Primary, secondary and tertiary colours <input type="checkbox"/>	<input type="text"/>
• Quality of colour - hue, tone, intensity <input type="checkbox"/>	<input type="text"/>
• The colour wheel <input type="checkbox"/>	<input type="text"/>
• Light and shade of colour - adding white, adding black <input type="checkbox"/>	<input type="text"/>
Structure of the skin ✓	Portfolio reference
• Epidermis and dermis <input type="checkbox"/>	<input type="text"/>
• Basic skin cell renewal <input type="checkbox"/>	<input type="text"/>
• Recognition factors of common skin and eye diseases and disorders <input type="checkbox"/>	<input type="text"/>
Relevant bones of the facial skeleton ✓	Portfolio reference
• Frontal <input type="checkbox"/>	<input type="text"/>
• Zygomatic <input type="checkbox"/>	<input type="text"/>
• Maxillae <input type="checkbox"/>	<input type="text"/>
• Mandible <input type="checkbox"/>	<input type="text"/>
Skin types ✓	Portfolio reference
• Oily <input type="checkbox"/>	<input type="text"/>
• Dry <input type="checkbox"/>	<input type="text"/>
• Combination <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

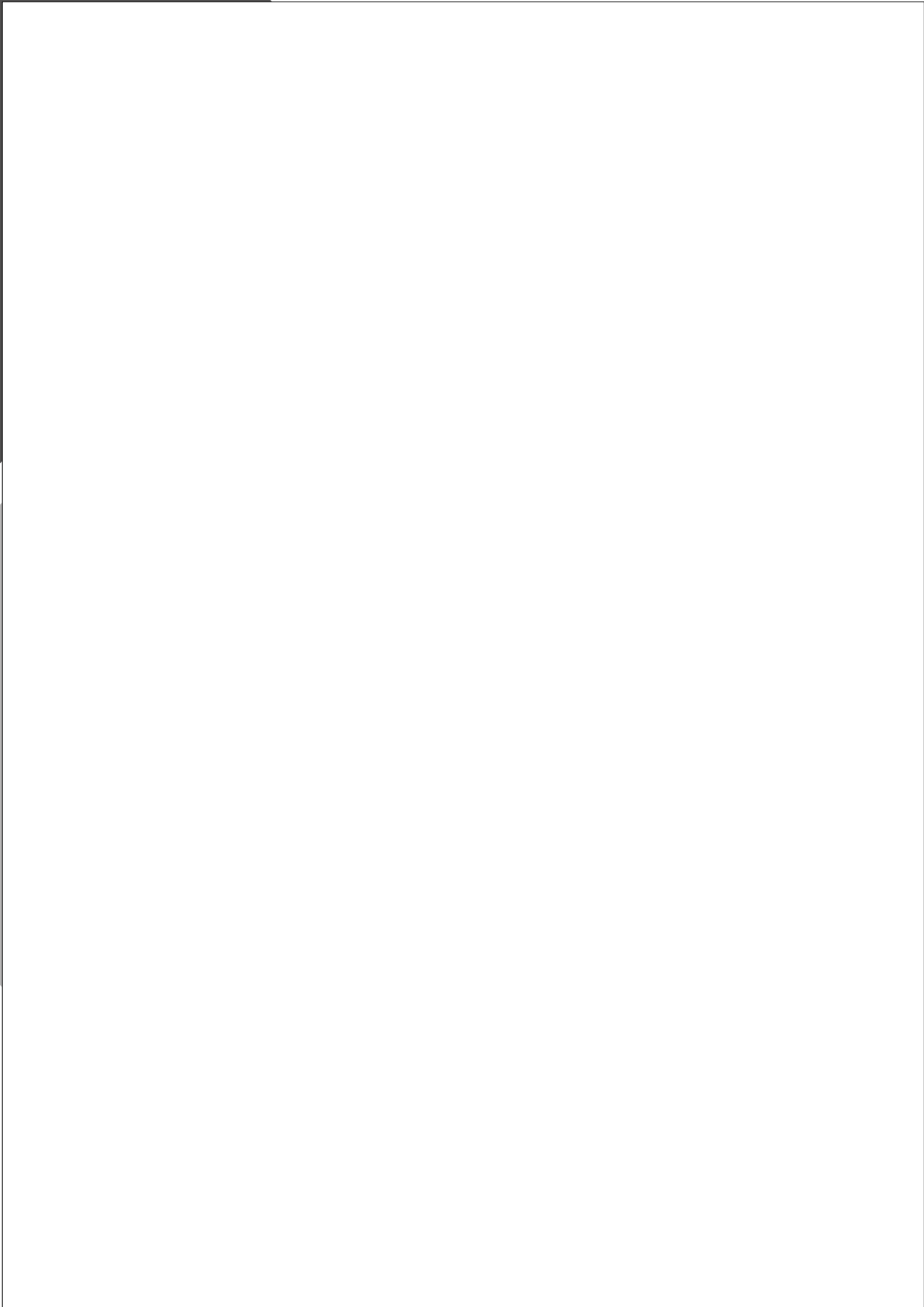
Skin conditions	✓
• Sensitive	<input type="checkbox"/>
• Dehydrated	<input type="checkbox"/>
• Mature	<input type="checkbox"/>

Portfolio reference
<input type="text"/>
<input type="text"/>
<input type="text"/>

Diverse needs	✓
• Cultural	<input type="checkbox"/>
• Religious	<input type="checkbox"/>
• Age	<input type="checkbox"/>
• Disability	<input type="checkbox"/>
• Gender	<input type="checkbox"/>

Portfolio reference
<input type="text"/>
<input type="text"/>
<input type="text"/>
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Feedback

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H/617/2681

A collection of beauty tools for eyelashes and eyebrows, including a mascara wand, an eyebrow comb, a spoolie brush, and an eyebrow pencil, all resting on a light-colored wooden surface.

Level 2 - UBT252

**Advise and demonstrate a range of beauty
retail products, tools and equipment for
the eyelashes and eyebrows**

UBT252

Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.

The main aim of this unit is to develop your practical skills and knowledge to advise and recommend methods and products to enhance the appearance of the eyebrows and eyelashes with customers. You will need to know the methods of eyebrow hair removal, the different types of products used for eyebrow artistry and their effects, how to colour eyelashes, and how to attach, maintain and remove semi-permanent and temporary eyelashes.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **two** occasions, each one must involve providing advice and demonstration, to **two** different customers.

These must include:

- Eyebrow product recommendation
- Eyelash product recommendation

3. From the range, you must show that you have:

- Used all evaluation techniques
- Used all opportunities
- Taken into account all relevant factors
- Recommended a minimum of 2 eyebrow products
- Recommended a minimum of 2 eyelash products

4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.

5. Knowledge and understanding in this unit will be assessed by **one overarching external examination (MCQ)** which must be achieved. The criteria which are assessed in this examination will be highlighted in blue. All remaining knowledge and understanding (including knowledge range) criteria should be recorded in the following types of acceptable evidence, which are not limited to:

- Professional discussion
- Portfolio of evidence
- Reflective diary on own practice in an appropriate working environment
- Written assignments
- Projects/case studies
- Coursework
- Task based controlled assessment
- Witness statements

Practical

You will be able to:

LO1 - Carry out the retail selling process of eyebrow and eyelash products ✓	
a. Acknowledge customers via verbal and non-verbal means	<input type="checkbox"/>
b. Use evaluation techniques to identify the customer's needs	<input type="checkbox"/>
c. Ascertain if the customer wishes you to explain and/or demonstrate, where practical to do so*, the eyebrow and eyelash products	<input type="checkbox"/>
d. Provide the customer with information on the benefits and uses of eyebrow and eyelash products available	<input type="checkbox"/>
e. Perform hand hygiene procedures, prior to touching the customer's skin	<input type="checkbox"/>
f. Prepare the customer and self to meet legal and organisational or company's requirements	<input type="checkbox"/>
g. Measure the customer's eyebrows and provide guidance on their shape to the customer	<input type="checkbox"/>
h. Apply an eyebrow product taking into account the relevant factors and with the customer's agreement	<input type="checkbox"/>
i. Provide advice upon the effects, application, maintenance and removal of eyelash products to the customer	<input type="checkbox"/>
j. Recommend eyebrow and eyelash products to the customer, based on an evaluation of the relevant factors and the potential to achieve the required look	<input type="checkbox"/>
k. Complete eyebrow and eyelash product sales, using a range of opportunities	<input type="checkbox"/>

*It is to be recognised that it may not always be practical to demonstrate all eyebrow and eyelash products, due to the potential wastage of retail stock.

Your performances for LO1 will be recorded on at least two occasions.

Performance	1	2
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Used all evaluation techniques ✓	Portfolio reference
• Questioning – open and closed <input type="checkbox"/>	
• Listening <input type="checkbox"/>	
• Visual <input type="checkbox"/>	
• Manual <input type="checkbox"/>	

Used all opportunities ✓	Portfolio reference
• Link selling <input type="checkbox"/>	
• Up selling <input type="checkbox"/>	
• Buying signals <input type="checkbox"/>	
• Promotions <input type="checkbox"/>	
• Coffrets <input type="checkbox"/>	
• Overcoming objections <input type="checkbox"/>	

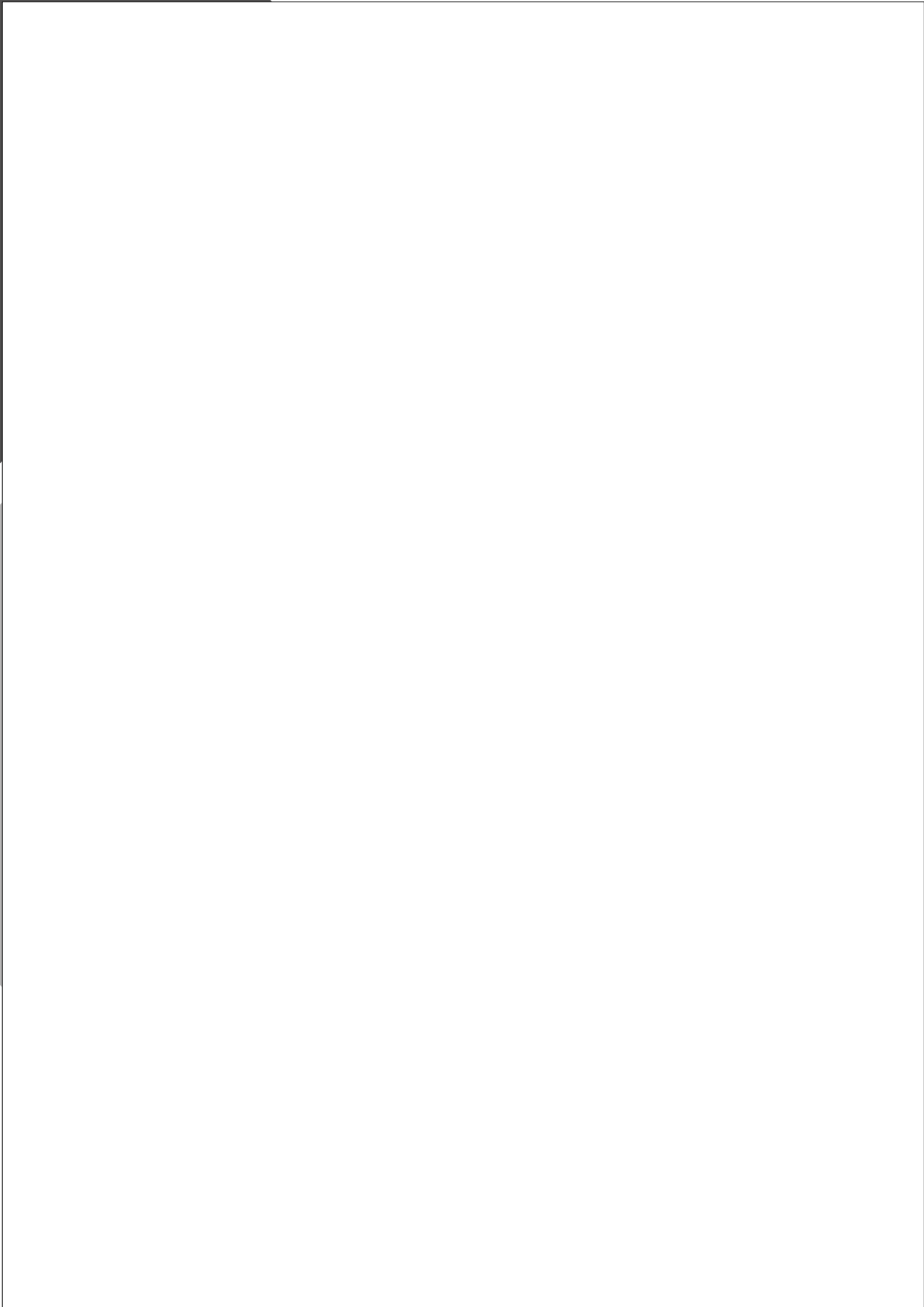
Taken into account all relevant factors ✓	Portfolio reference
• Face shape <input type="checkbox"/>	
• Facial features and proportions <input type="checkbox"/>	
• Eye shape <input type="checkbox"/>	
• Existing eyebrow shape <input type="checkbox"/>	
• Customer preference <input type="checkbox"/>	
• Current trend <input type="checkbox"/>	
• Occasion <input type="checkbox"/>	
• Skin sensitivity to glue <input type="checkbox"/>	

To achieve this unit successfully you will need to practically demonstrate that you have:

Recommended a minimum of 2 eyebrow products ✓	Portfolio reference
• Powder <input type="checkbox"/>	
• Gel <input type="checkbox"/>	
• Pencil <input type="checkbox"/>	

Recommended a minimum of 2 eyelash products ✓	Portfolio reference
• Strip (temporary) <input type="checkbox"/>	
• Flare (semi-permanent) <input type="checkbox"/>	
• Single (semi-permanent) <input type="checkbox"/>	
• Fantasy (coloured) <input type="checkbox"/>	
• Coloured mascara <input type="checkbox"/>	
• Eyelash tinting kits – recommendation only <input type="checkbox"/>	

Feedback

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Knowledge

The criteria which are assessed by external examination will be highlighted in blue. All remaining knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO2 - Carry out the retail selling process of eyebrow and eyelash products	Portfolio reference
a. State the relevant factors that affect the choice of eyebrow and eyelash product to be recommended	
b. Identify how to evaluate, advise and take into account the customer's diverse needs	
c. Outline how to advise the customer on effective and hygienic eyebrow hair removal and the most suitable shape they can achieve, based on the relevant factors	
d. Explain the importance of agreeing the eyebrow and eyelash products that meets the customer's needs	
e. State the contra-indications that may prevent or restrict a service	
f. Outline different eyebrow artistry techniques to suit the relevant factors and outcomes required	
g. Identify the different types of eyebrow products used for eyebrow artistry and its effects	
h. Outline how to make recommendations based on an evaluation of the relevant factors, and the eyebrow and eyelash products available	
i. Describe the advantages, disadvantages, effects, application, maintenance and removal of eyelash products available	
j. Outline the steps required to complete eyebrow and eyelash product sales	

Criteria highlighted in blue will be assessed in the external examination

The overarching external examination will assess criteria which has been highlighted in blue. Your assessor will complete the table in the front of this on-programme assessment book when the 70% pass mark on the overarching external examination has been achieved.

All remaining knowledge and understanding criteria that is not assessed in the examination should be recorded as all unit criteria must be achieved.

Knowledge criteria	✓
Assessor	<input type="checkbox"/>
Signature:	Date:

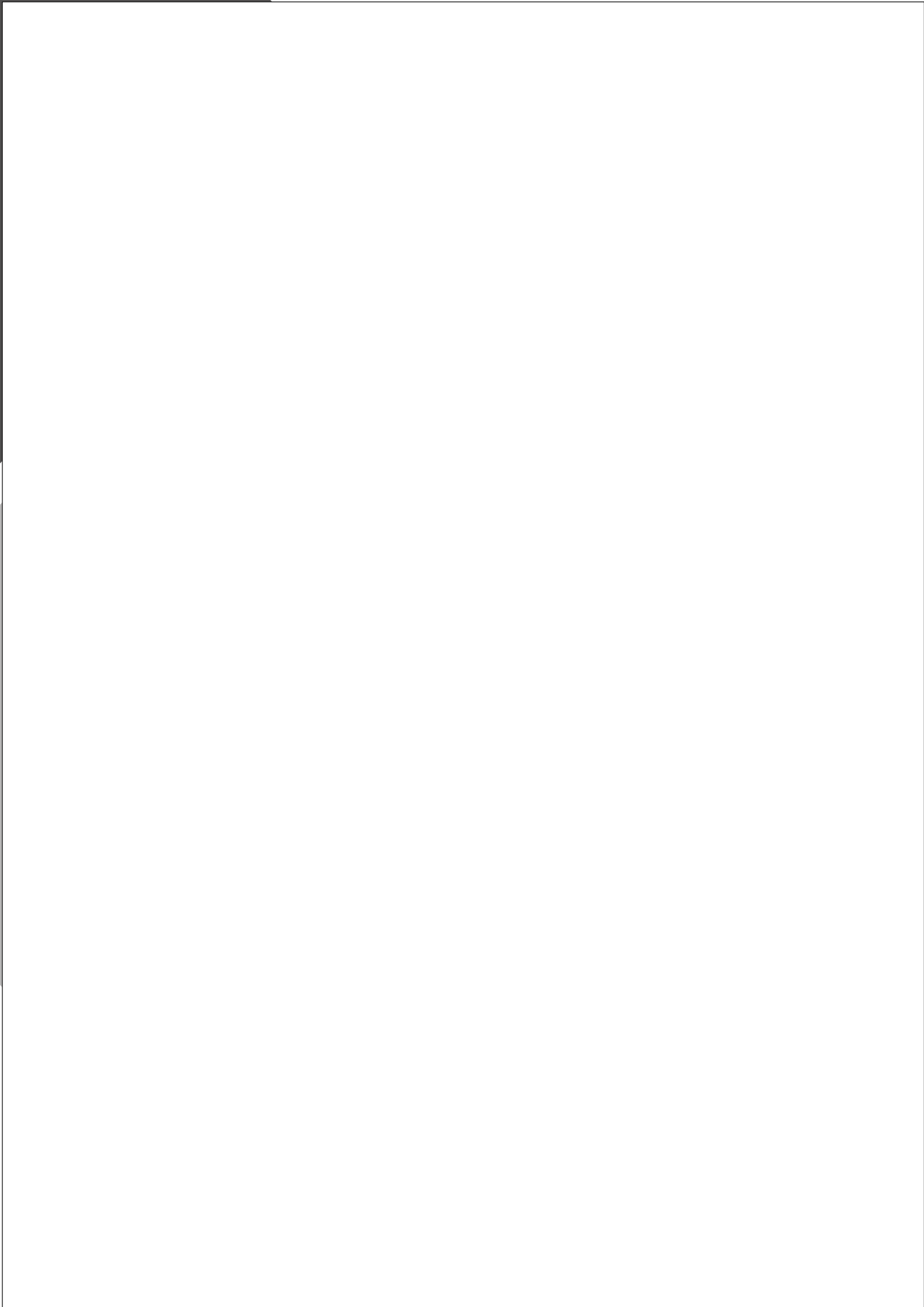
Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Relevant factors ✓	Portfolio reference
• Face shape <input type="checkbox"/>	
• Facial features and proportions <input type="checkbox"/>	
• Eye shape <input type="checkbox"/>	
• Existing eyebrow shape <input type="checkbox"/>	
• Customer preference <input type="checkbox"/>	
• Current trend <input type="checkbox"/>	
• Occasion <input type="checkbox"/>	
• Skin sensitivity, in relation to eyelash glue <input type="checkbox"/>	

Diverse needs ✓	Portfolio reference
• Cultural <input type="checkbox"/>	
• Religious <input type="checkbox"/>	
• Age <input type="checkbox"/>	
• Disability <input type="checkbox"/>	
• Gender <input type="checkbox"/>	

Feedback

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K/617/2682

Level 2 - UBT253

Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin

UBT253

Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.


The main aim of this unit is to develop your practical skills and knowledge to advise and recommend to customers the use of facial products and equipment to improve and maintain their skin condition. You will need to know the anatomy and physiology of the face, the structure and function of the skin, and the range and uses of specialist skin products and equipment.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **three** occasions, each one must involve providing advice and demonstration to different customers.
3. From the range, you must show that you have:
 - Worked on all skin types
 - Worked on a minimum of 2 skin conditions
 - Used a minimum of 10 skincare products
 - Communicated all product knowledge
 - Used all evaluation techniques
 - Used all opportunities
 - Taken into account all relevant factors
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will be assessed by **one overarching external examination (MCQ)** which must be achieved. The criteria which are assessed in this examination will be highlighted in blue. All remaining knowledge and understanding (including knowledge range) criteria should be recorded in the following types of acceptable evidence, which are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Task based controlled assessment
 - Witness statements

Practical

You will be able to:

LO1 - Carry out demonstrations and retail selling of facial skincare products	
a. Acknowledge customers via verbal and non-verbal means	<input type="checkbox"/>
b. Use evaluation techniques to identify the customer's needs	<input type="checkbox"/>
c. Obtain permission from the customer to carry out a demonstration	<input type="checkbox"/>
d. Ascertain the customer's time pressures and their expectations of the demonstration	<input type="checkbox"/>
e. Establish customer allergies to any products or ingredients, and avoid the application of these	<input type="checkbox"/>
f. Prepare your customer and self to meet legal and organisational or company requirements	<input type="checkbox"/>
g. Establish suitable environmental conditions for the customer and the demonstration (heating, lighting and ventilation)	<input type="checkbox"/>
h. Collect and prepare all tools, materials and products needed for an effective and hygienic demonstration	<input type="checkbox"/>
i. Perform a skin analysis on the customer to ascertain their skin type and skin condition and take into account any relevant factors	<input type="checkbox"/>
j. Select skincare products based on the results of the skin analysis	<input type="checkbox"/>
k. Demonstrate the skincare products in a way that promotes customer confidence and interest in the products	<input type="checkbox"/>
l. Use instructional techniques in conjunction with active selling and promotional techniques	<input type="checkbox"/>
m. Encourage the customer to ask questions throughout the demonstration	<input type="checkbox"/>
n. Recommend products using relevant factors, product knowledge, and knowledge of customer's skin type and condition	<input type="checkbox"/>
o. Complete the sale of the skincare products, using a range of opportunities	<input type="checkbox"/>
p. Encourage the customer to use the products available	<input type="checkbox"/>
q. Provide written instructions on how to use skincare products in a skincare routine, when required	<input type="checkbox"/>

Your performances for LO1 will be recorded on at least three occasions.

Performance	1	2	3
Assessor signature:			
Date:			

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Worked on all skin types ✓	Portfolio reference
• Oily <input type="checkbox"/>	<input type="text"/>
• Dry <input type="checkbox"/>	<input type="text"/>
• Combination <input type="checkbox"/>	<input type="text"/>

Worked on a minimum of 2 skin conditions ✓	Portfolio reference
• Sensitive <input type="checkbox"/>	<input type="text"/>
• Dehydrated <input type="checkbox"/>	<input type="text"/>
• Mature <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Used a minimum of 10 skincare products ✓	Portfolio reference
• Cleansers <input type="checkbox"/>	
• Toners <input type="checkbox"/>	
• Day moisturisers <input type="checkbox"/>	
• Night creams <input type="checkbox"/>	
• Lip products <input type="checkbox"/>	
• Eye products <input type="checkbox"/>	
• Exfoliators <input type="checkbox"/>	
• Masks <input type="checkbox"/>	
• Sun protection <input type="checkbox"/>	
• Facial peels <input type="checkbox"/>	
• Serums <input type="checkbox"/>	
• Ampoules <input type="checkbox"/>	
• Anti-ageing products <input type="checkbox"/>	
• Eye make-up remover <input type="checkbox"/>	

To achieve this unit successfully you will need to practically demonstrate that you have:

Communicated all product knowledge ✓	Portfolio reference
• Features <input type="checkbox"/>	<input type="text"/>
• Actions <input type="checkbox"/>	<input type="text"/>
• Benefits <input type="checkbox"/>	<input type="text"/>
• Ingredients <input type="checkbox"/>	<input type="text"/>
• Price <input type="checkbox"/>	<input type="text"/>
• Precautions <input type="checkbox"/>	<input type="text"/>
• Brand guidelines <input type="checkbox"/>	<input type="text"/>

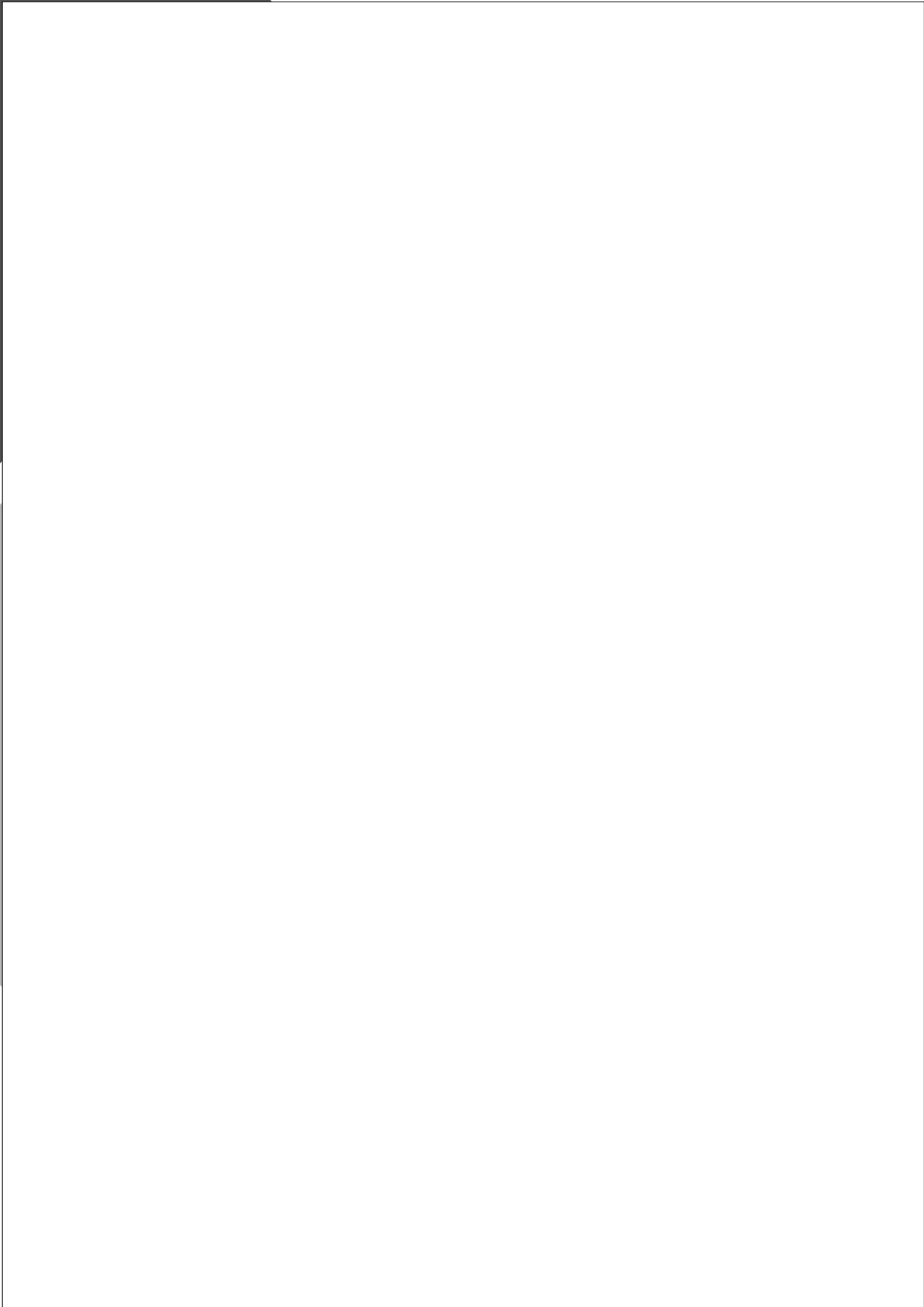
Used all evaluation techniques ✓	Portfolio reference
• Questioning - open and closed questions <input type="checkbox"/>	<input type="text"/>
• Listening <input type="checkbox"/>	<input type="text"/>
• Visual <input type="checkbox"/>	<input type="text"/>
• Manual <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Used all opportunities ✓	Portfolio reference
• Link selling <input type="checkbox"/>	
• Up selling <input type="checkbox"/>	
• Buying signals <input type="checkbox"/>	
• Promotions <input type="checkbox"/>	
• Coffrets <input type="checkbox"/>	
• Overcoming objections <input type="checkbox"/>	

Taken into account all relevant factors ✓	Portfolio reference
• Lifestyle <input type="checkbox"/>	
• Environmental <input type="checkbox"/>	
• Ageing <input type="checkbox"/>	

Feedback

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Knowledge

The criteria which are assessed by external examination will be highlighted in blue. All remaining knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO2 - Carry out demonstrations and retail selling of facial skincare products	Portfolio reference
a. Describe how to use different evaluation techniques to establish the customer's needs	
b. Outline the importance of establishing customers' time pressures and expectations of the demonstration	
c. Outline the importance of gaining customers' permission to carry out demonstrations	
d. Describe product knowledge of the skincare brand and the importance of checking for known allergies	
e. State the reasons for checking if the customer wears contact lenses or glasses	
f. Identify the common recognition factors of skin or eye diseases and disorders that may prevent or restrict the application and/or recommendation of skincare products	
g. Describe the environmental conditions that are suitable for the customer and demonstration, and how to maintain them	
h. Outline the importance of thorough preparation for a demonstration	
i. Identify how to recognise the customer's skin type and skin condition and how different relevant factors can affect the skin	
j. Outline how to select and make recommendations of different facial skincare products to suit the customer's skin type, skin condition and diverse needs	
k. Identify methods of balancing the demonstration with active selling and promotion techniques to capture customer interest and subsequent sales	

Criteria highlighted in blue will be assessed in the external examination

You will know and understand how to:

LO2 - Carry out demonstrations and retail selling of facial skincare products (continued)	Portfolio reference
m. Explain the importance of delivering the demonstration at a pace that is suitable for the customer and that meets the commercial timeframe of the organisation or company	
n. Outline why it is important to allow the customer to feel, smell and experience the products	
o. Outline the steps required to complete the sale of skincare products	
p. Identify the basic structure of the skin	

Criteria highlighted in blue will be assessed in the external examination

The overarching external examination will assess criteria which has been highlighted in blue. Your assessor will complete the table in the front of this on-programme assessment book when the 70% pass mark on the overarching external examination has been achieved.

All remaining knowledge and understanding criteria that is not assessed in the examination should be recorded as all unit criteria must be achieved.

Knowledge criteria ✓	
Assessor	<input type="checkbox"/>
Signature:	Date:

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Product knowledge ✓	Portfolio reference
• Features <input type="checkbox"/>	<input type="text"/>
• Actions <input type="checkbox"/>	<input type="text"/>
• Benefits <input type="checkbox"/>	<input type="text"/>
• Ingredients <input type="checkbox"/>	<input type="text"/>
• Price <input type="checkbox"/>	<input type="text"/>
• Precautions <input type="checkbox"/>	<input type="text"/>
• Brand guidelines <input type="checkbox"/>	<input type="text"/>

Skin type ✓	Portfolio reference
• Oily <input type="checkbox"/>	<input type="text"/>
• Dry <input type="checkbox"/>	<input type="text"/>
• Combination <input type="checkbox"/>	<input type="text"/>

Skin condition ✓	Portfolio reference
• Sensitive <input type="checkbox"/>	<input type="text"/>
• Dehydrated <input type="checkbox"/>	<input type="text"/>
• Mature <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

Relevant factors ✓	Portfolio reference
• Lifestyle <input type="checkbox"/>	
• Environmental <input type="checkbox"/>	
• Ageing <input type="checkbox"/>	

Diverse needs ✓	Portfolio reference
• Cultural <input type="checkbox"/>	
• Religious <input type="checkbox"/>	
• Age <input type="checkbox"/>	
• Disability <input type="checkbox"/>	
• Gender <input type="checkbox"/>	

M/617/2683

Level 2 - UBT254

**Advise and demonstrate a range
of beauty retail products, tools and
equipment for the nails**

UBT254

Advise and demonstrate a range of beauty retail products, tools and equipment for the nails

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.

The main aim of this unit is to develop your practical skills and knowledge to advise customers and recommend methods and products for enhancing the appearance of the hands and nails. You will need to know the techniques, products, tools and equipment used and the anatomy and physiology of the hands and feet.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **two** occasions, each one must involve providing advice and demonstration to different customers.
3. From the range, you must show that you have:
 - Worked with a minimum of 8 nail products
 - Used all evaluation techniques
 - Used all opportunities
 - Communicated all product knowledge
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will be assessed by **one overarching external examination (MCQ)** which must be achieved. The criteria which are assessed in this examination will be highlighted in blue. All remaining knowledge and understanding (including knowledge range) criteria should be recorded in the following types of acceptable evidence, which are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Witness statements

Practical

You will be able to:

LO1 - Carry out demonstration and retail selling of nail products	<input checked="" type="checkbox"/>
a. Acknowledge customers via verbal and non-verbal means	<input type="checkbox"/>
b. Use evaluation techniques to identify the customer's needs	<input type="checkbox"/>
c. Obtain permission from the customer to carry out a demonstration	<input type="checkbox"/>
d. Ascertain the customer's time pressures and their expectations of the demonstration	<input type="checkbox"/>
e. Establish customer allergies to any products or ingredients and take care to avoid the application of these	<input type="checkbox"/>
f. Prepare your customer and self to meet legal and organisational or company requirements	<input type="checkbox"/>
g. Establish suitable environmental conditions for the customer and the demonstration (heating, lighting and ventilation)	<input type="checkbox"/>
h. Collect and prepare all materials and products needed for an effective and hygienic demonstration of hand and nail care	<input type="checkbox"/>
i. Perform a hand and nail analysis on the customer to ascertain the condition of the hands and nails	<input type="checkbox"/>
j. Select nail products based on the results of the hand and nail analysis	<input type="checkbox"/>
k. Demonstrate the nail products in a way that promotes the customer confidence and interest in the products	<input type="checkbox"/>
l. Use instructional techniques in conjunction with active selling and promotional techniques	<input type="checkbox"/>
m. Encourage the customer to ask questions throughout the demonstration and discuss the condition of their feet and toenails, to enable link selling	<input type="checkbox"/>
n. Recommend products using relevant factors, product knowledge, and knowledge of customer's hand, foot and nail conditions	<input type="checkbox"/>
o. Complete the sale of the nail products, using a range of opportunities	<input type="checkbox"/>
p. Encourage the customer to use the products available	<input type="checkbox"/>
q. Provide written instructions on how to use nail products, when required	<input type="checkbox"/>

Your performances for LO1 will be recorded on at least two occasions.

Performance	1	2
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Worked with a minimum of 8 nail products ✓	Portfolio reference
• Polish <input type="checkbox"/>	
• Strengthener <input type="checkbox"/>	
• Base coat <input type="checkbox"/>	
• Top coat <input type="checkbox"/>	
• Polish remover <input type="checkbox"/>	
• Hand and skin treatments <input type="checkbox"/>	
• Cuticle cream/oil <input type="checkbox"/>	
• Cuticle remover <input type="checkbox"/>	
• Pencils <input type="checkbox"/>	
• Stencils <input type="checkbox"/>	
• Gems <input type="checkbox"/>	
• Temporary nails <input type="checkbox"/>	
• Hand/foot exfoliator <input type="checkbox"/>	
• Hand/foot cream <input type="checkbox"/>	
• Foot soak <input type="checkbox"/>	

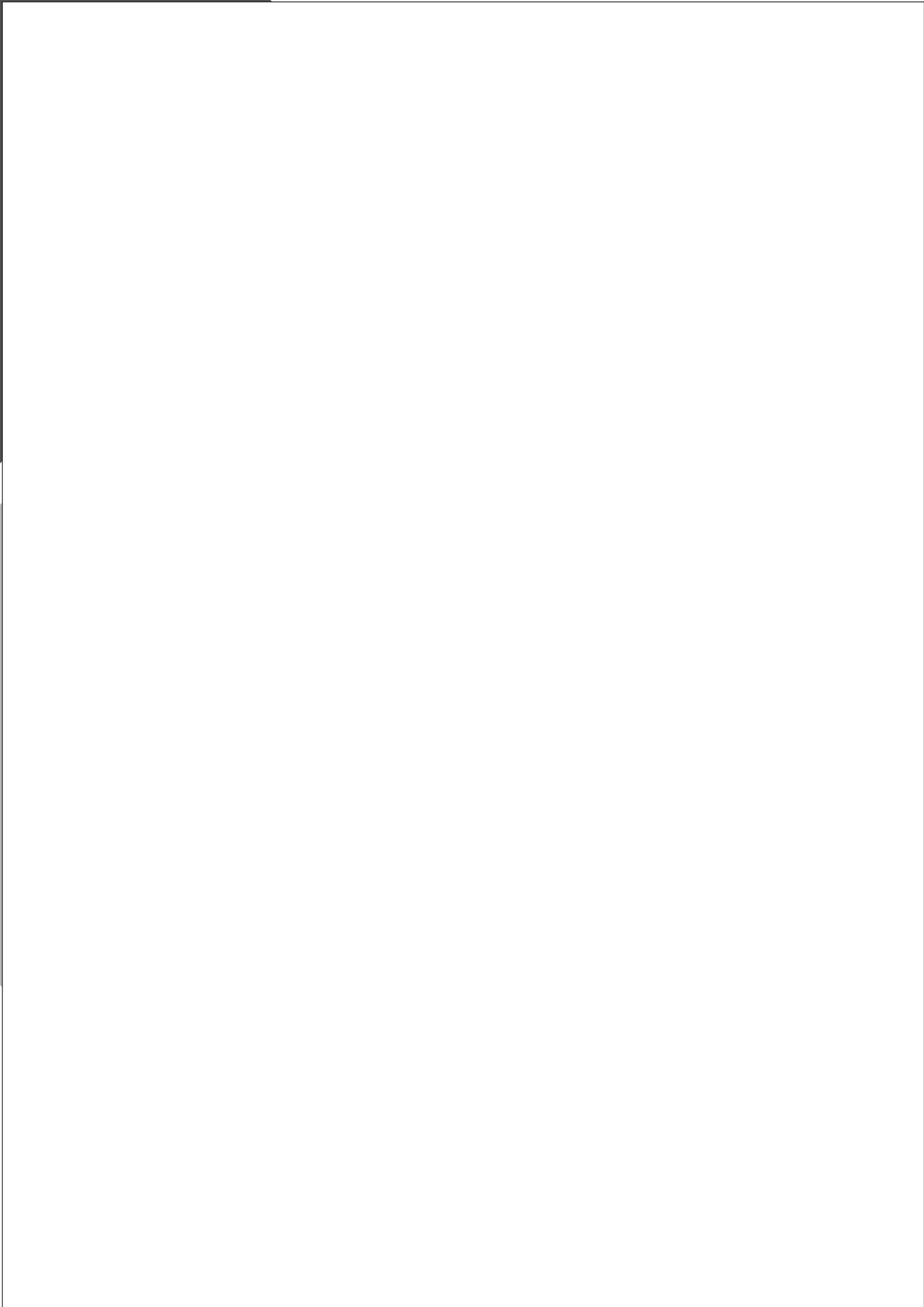
To achieve this unit successfully you will need to practically demonstrate that you have:

Used all evaluation techniques	✓	Portfolio reference
• Questioning - open and closed questions	<input type="checkbox"/>	<input type="text"/>
• Listening	<input type="checkbox"/>	<input type="text"/>
• Visual	<input type="checkbox"/>	<input type="text"/>
• Manual	<input type="checkbox"/>	<input type="text"/>

Used all opportunities	✓	Portfolio reference
• Link selling	<input type="checkbox"/>	<input type="text"/>
• Up selling	<input type="checkbox"/>	<input type="text"/>
• Buying signals	<input type="checkbox"/>	<input type="text"/>
• Promotions	<input type="checkbox"/>	<input type="text"/>
• Coffrets	<input type="checkbox"/>	<input type="text"/>
• Overcoming objections	<input type="checkbox"/>	<input type="text"/>

Communicated all product knowledge	✓	Portfolio reference
• Features	<input type="checkbox"/>	<input type="text"/>
• Actions	<input type="checkbox"/>	<input type="text"/>
• Benefits	<input type="checkbox"/>	<input type="text"/>
• Ingredients	<input type="checkbox"/>	<input type="text"/>
• Price	<input type="checkbox"/>	<input type="text"/>
• Precautions	<input type="checkbox"/>	<input type="text"/>
• Brand guidelines	<input type="checkbox"/>	<input type="text"/>

Feedback

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Knowledge

The criteria which are assessed by external examination will be highlighted in blue. All remaining knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO2 - Carry out demonstration and retail selling of nail products	Portfolio reference
a. Describe how to use different evaluation techniques to establish the customer's needs	
b. Outline the importance of establishing customers' time pressures and expectations of the demonstration	
c. Outline the importance of gaining customers' permission to carry out demonstrations	
d. Outline product knowledge of the nail product brand and the importance of checking for known allergies	
e. Identify the common recognition factors of skin or nail diseases and disorders that may prevent or restrict the application and/or recommendation of nail products	
f. Describe the environmental conditions that are suitable for the customer and demonstration and how to maintain them	
g. Outline the importance of thorough preparation for a demonstration	
h. Explain how to carry out a nail and skin analysis and the different natural nail shapes that are likely to be encountered	
i. Identify the basic structure and functions of the skin	
j. Identify the structure of the nail and the process of nail growth	
k. Identify the basic anatomy of the hands and feet, to include name and position of bones	
l. Outline how to select and make recommendations of different nail products to suit the customer's diverse needs	

Criteria highlighted in blue will be assessed in the external examination

You will know and understand how to:

LO2 - Carry out demonstration and retail selling of nail products (continued)	Portfolio reference
m. Describe how to identify, from discussion, the customer's concerns about the condition of their feet and toenails, to allow opportunities for link selling	
n. State the safe and effective way of using nail products, tools and equipment on the hands and feet, and the consequences of not doing so	
o. Outline methods of balancing the demonstration with active selling and promotional techniques to capture customer interest and subsequent sales	
p. State the importance of delivering the demonstration at a pace that is suitable for the customer and that meets the commercial time frame of the organisation or company	
q. Outline why it is important to allow the customer to feel, smell and experience the products	
r. Outline the steps required to complete the sale of nail products	

Criteria highlighted in blue will be assessed in the external examination

The overarching external examination will assess criteria which has been highlighted in blue. Your assessor will complete the table in the front of this on-programme assessment book when the 70% pass mark on the overarching external examination has been achieved.

All remaining knowledge and understanding criteria that is not assessed in the examination should be recorded as all unit criteria must be achieved.

Knowledge criteria	✓
Assessor	<input type="checkbox"/>
Signature:	Date:

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

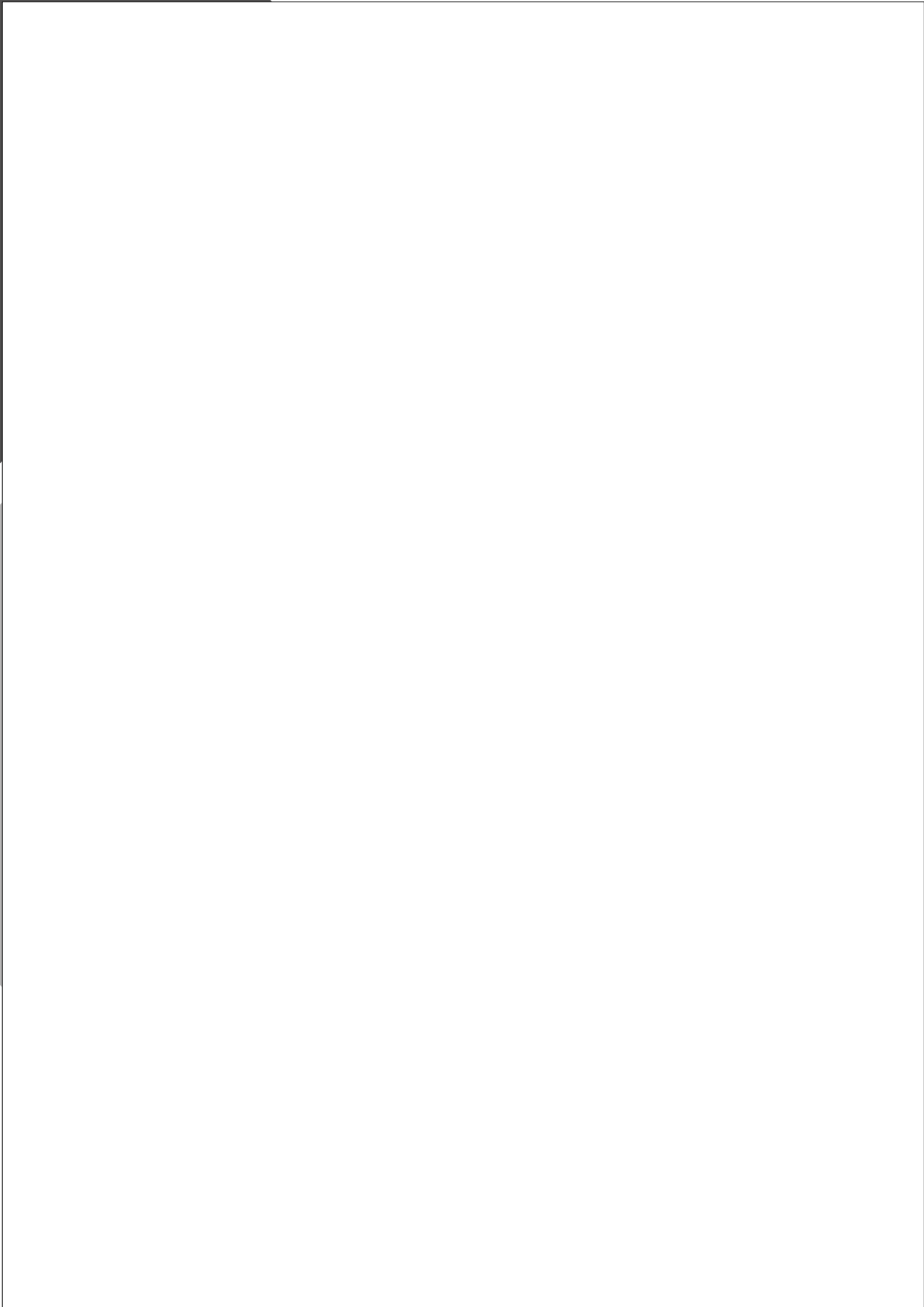
Product knowlegde ✓	Portfolio reference
• Features <input type="checkbox"/>	
• Actions <input type="checkbox"/>	
• Benefits <input type="checkbox"/>	
• Ingredients <input type="checkbox"/>	
• Price <input type="checkbox"/>	
• Precautions <input type="checkbox"/>	
• Brand guidelines <input type="checkbox"/>	

Diverse needs ✓	Portfolio reference
• Culture <input type="checkbox"/>	
• Religious <input type="checkbox"/>	
• Age <input type="checkbox"/>	
• Disability <input type="checkbox"/>	
• Gender <input type="checkbox"/>	

To achieve this unit successfully you will need to cover all of the ranges.

Tools ✓	Portfolio reference
• Emery boards	<input type="text"/>
• Buffer	<input type="text"/>
• Orange wood sticks	<input type="text"/>
• Hoof stick	<input type="text"/>
• Nail clippers	<input type="text"/>
• Foot rasp	<input type="text"/>

Feedback

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T/617/2684

Level 2 - UBT255

Participate in Promotional Activities

UBT255

Participate in Promotional Activities

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.

The main aim of this unit is to develop your practical skills and knowledge to plan, prepare, implement and evaluate promotional activities. You will need to know the venue and legal requirements, promotion planning, selling skills, and budgeting.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **one** occasion.
3. From the range, you must show that you have:
 - Covered all types of objectives
 - Covered a minimum of 3 plan considerations
 - Worked with a minimum of 3 resources
 - Undertaken all types of promotional activities
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will **not** be assessed by **an overarching external examination (MCQ)**. You will be guided by your assessor on the evidence that needs to be produced to assess your knowledge and understanding. The types of evidence can include but are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Task based controlled assessment
 - Witness statements

Practical

You will be able to:

LO1 - Implement promotional activities	✓
a. Use the promotional brief and ask the relevant person questions to establish the objectives of the promotional activity	<input type="checkbox"/>
b. Plan the promotional activity	<input type="checkbox"/>
c. Implement the promotional activity to meet the promotional brief	<input type="checkbox"/>
d. Adapt the promotional activity, when necessary, in response to unexpected changes in circumstances	<input type="checkbox"/>
e. Use resources effectively throughout the promotional activity	<input type="checkbox"/>
f. Communicate the essential features and benefits of products and services to the target group	<input type="checkbox"/>
g. Use methods of communication that are suitable for the type of promotional activity being undertaken	<input type="checkbox"/>
h. Present information in logical steps	<input type="checkbox"/>
i. Encourage the target group to ask questions about the services and/or products being promoted	<input type="checkbox"/>
j. Respond to questions and queries in a way which promotes goodwill and enhances the brands image	<input type="checkbox"/>
k. Encourage the target group to take advantage of the services and/or products being promoted	<input type="checkbox"/>
l. Promote availability of appointments for counter and/or individual demonstrations	<input type="checkbox"/>
m. Conclude the promotional activity and use of products and equipment in a professional and hygienic manner to meet the requirements of the organisation or company	<input type="checkbox"/>

You will be able to:

LO2 - Participate in the evaluation of promotional activities		✓
a. Use the methods agreed in the promotional activity to gain feedback from the relevant sources		<input type="checkbox"/>
b. Collate and record the information gained from the feedback using a clear format and method of presentation		<input type="checkbox"/>
c. Draw conclusions on the effectiveness of the promotional activity in meeting the agreed objectives		<input type="checkbox"/>
d. Participate in discussions giving a clear and well-structured summary of the results of the evaluation		<input type="checkbox"/>
e. Make recommendations for improvements to any future promotional activity based upon the outcomes of the evaluation		<input type="checkbox"/>

Your performances for LO1 and LO2 will be recorded on at least one occasion.

Performance	1	Optional
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Covered all types of objectives ✓	Portfolio reference
• To enhance organisation's or company's image <input type="checkbox"/>	<input type="text"/>
• To increase business income <input type="checkbox"/>	<input type="text"/>
• To promote a range of products <input type="checkbox"/>	<input type="text"/>
• To promote a particular service <input type="checkbox"/>	<input type="text"/>
• To target a particular group of customers <input type="checkbox"/>	<input type="text"/>

Covered a minimum of 3 plan considerations ✓	Portfolio reference
• Key message <input type="checkbox"/>	<input type="text"/>
• Keep to plan, prior to and during the event <input type="checkbox"/>	<input type="text"/>
• Gain support from product suppliers <input type="checkbox"/>	<input type="text"/>
• Free samples, literature <input type="checkbox"/>	<input type="text"/>
• Check availability of stock <input type="checkbox"/>	<input type="text"/>

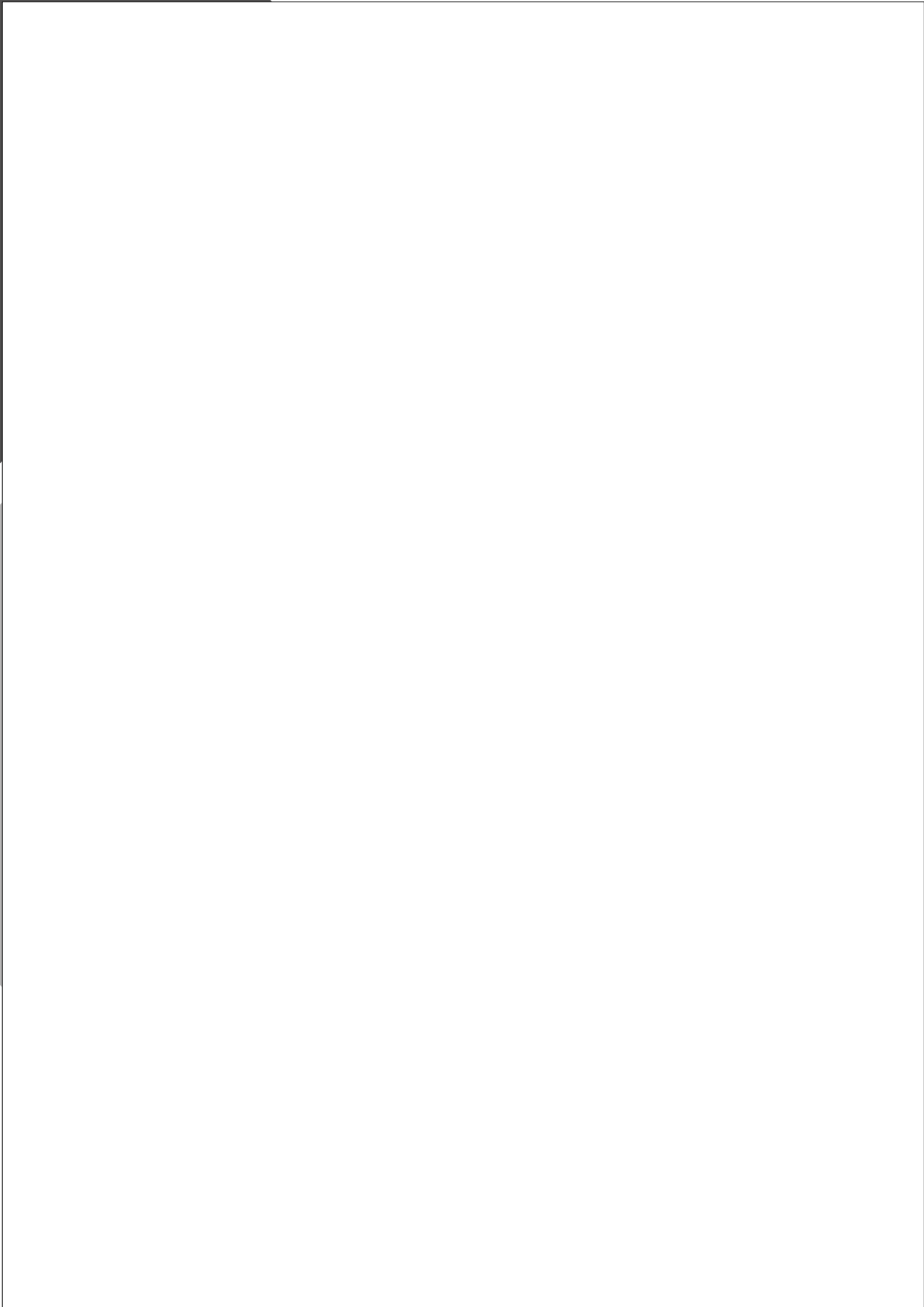
Worked with a minimum of 3 resources ✓	Portfolio reference
• Products to be promoted <input type="checkbox"/>	<input type="text"/>
• Tools and equipment <input type="checkbox"/>	<input type="text"/>
• Promotional literature - leaflets <input type="checkbox"/>	<input type="text"/>
• Samples of promotional products <input type="checkbox"/>	<input type="text"/>
• Promotional material; posters, banners, dummy boxes <input type="checkbox"/>	<input type="text"/>
• Counter appointment book <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Undertaken all types of promotional activity ✓
• Demonstrations <input type="checkbox"/>
• Displays <input type="checkbox"/>
• Brand campaign <input type="checkbox"/>

Portfolio reference
<input type="text"/>
<input type="text"/>
<input type="text"/>

Feedback

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Knowledge

All knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO3 - Implement promotional activities	Portfolio reference
a. Outline the importance of setting and following the objectives when planning a promotional activity	
b. Describe the features and benefits of the products and/or services being promoted and the difference between them	
c. Identify presentation techniques that allow clear and accurate information to be shared, in a logical sequence	
d. Outline ways of creating a visual impact	
e. Describe how and when to make openings to encourage others to ask questions	
f. Explain how to answer questions and manage queries in a way likely to maintain goodwill	
g. Describe how and when to participate in discussions	
h. Explain how to tailor the presentation to suit the target audience and to meet diverse needs and interests	
i. Explain how to recognise buying signals and to close sales	
j. Describe the budgetary considerations to take when planning a demonstration and/or presentation	
k. Describe the venue and legal requirements to consider when planning an external demonstration and/or presentation	

You will know and understand how to:

LO4 - Participate in the evaluation of promotional activities	Portfolio reference
a. Identify the purpose of evaluation activities	
b. Outline the areas of the promotional activity which should be evaluated	
c. Explain the most suitable methods of gaining feedback for the promotional activity used	
d. Describe how to collate, analyse and summarise feedback in an evaluation report	

All knowledge and understanding criteria should be recorded as all unit criteria must be achieved.

Knowledge criteria	✓
Assessor	<input type="checkbox"/>
Signature:	Date:

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Presentation techniques ✓	Portfolio reference
• Timing <input type="checkbox"/>	<input type="text"/>
• Pace, volume and tone of voice <input type="checkbox"/>	<input type="text"/>
• Use of graphics <input type="checkbox"/>	<input type="text"/>
• Use of language and key message <input type="checkbox"/>	<input type="text"/>
• Verbal and non-verbal communication <input type="checkbox"/>	<input type="text"/>

Diverse needs ✓	Portfolio reference
• Cultural <input type="checkbox"/>	<input type="text"/>
• Religious <input type="checkbox"/>	<input type="text"/>
• Age <input type="checkbox"/>	<input type="text"/>
• Disability <input type="checkbox"/>	<input type="text"/>
• Gender <input type="checkbox"/>	<input type="text"/>

Budgetary considerations ✓	Portfolio reference
• Provision of goody bags <input type="checkbox"/>	<input type="text"/>
• Hire of external venue <input type="checkbox"/>	<input type="text"/>
• External costs <input type="checkbox"/>	<input type="text"/>
• Equipment and products to be used <input type="checkbox"/>	<input type="text"/>
• Refreshments for guests <input type="checkbox"/>	<input type="text"/>
• Invitations for guests <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

Venue and legal requirements	✓	Portfolio reference
• Terms of hire	<input type="checkbox"/>	<input type="text"/>
• Insurance and any licensing requirements	<input type="checkbox"/>	<input type="text"/>
• Number of guests	<input type="checkbox"/>	<input type="text"/>
• Parking requirements	<input type="checkbox"/>	<input type="text"/>
• Transport links	<input type="checkbox"/>	<input type="text"/>
• Water and lighting	<input type="checkbox"/>	<input type="text"/>
• Availability for rehearsals and set-up times	<input type="checkbox"/>	<input type="text"/>

Purpose	✓	Portfolio reference
• To increase sales figures	<input type="checkbox"/>	<input type="text"/>
• To generate leads to follow	<input type="checkbox"/>	<input type="text"/>
• To provide guidance for future promotional activities	<input type="checkbox"/>	<input type="text"/>

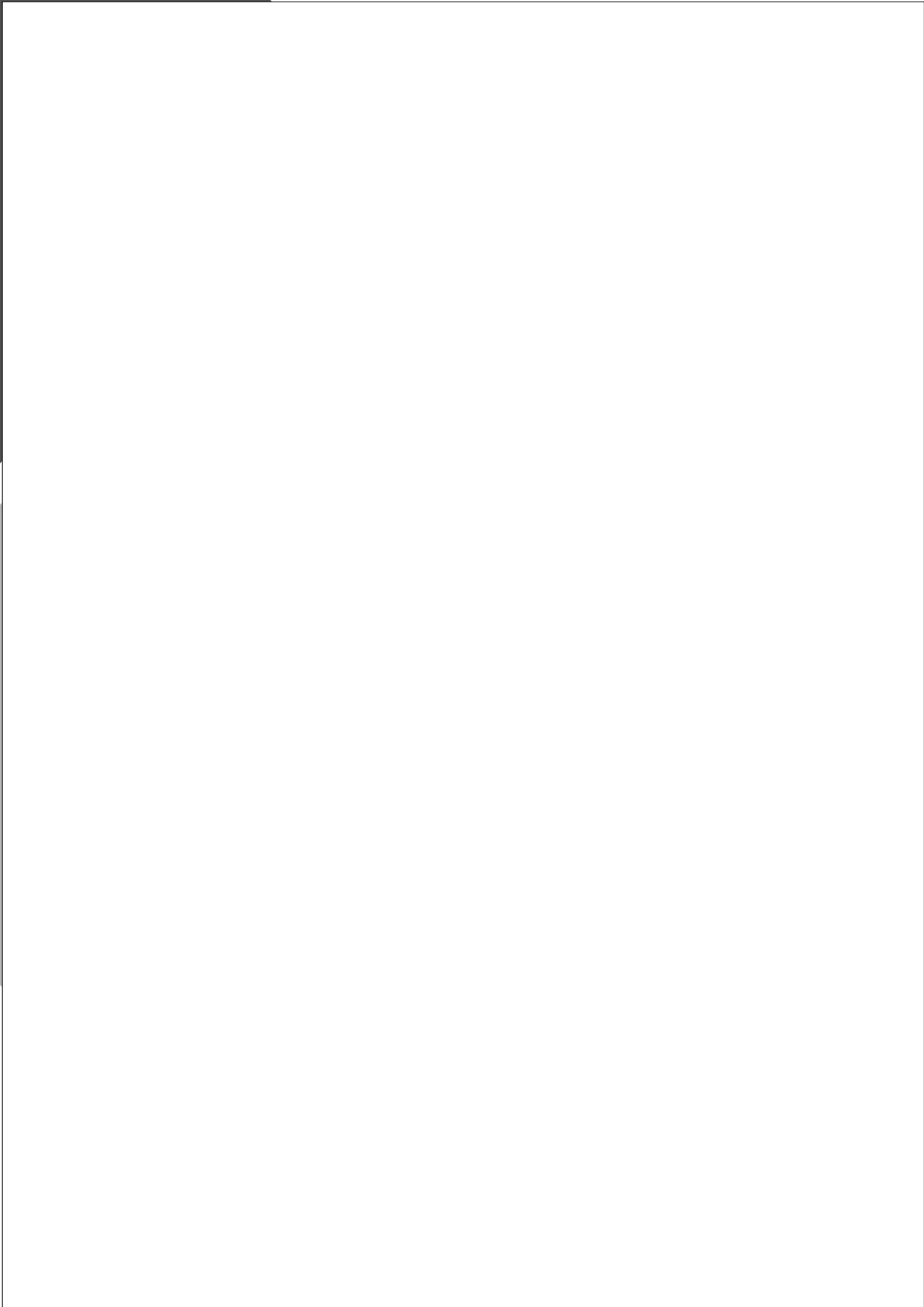
Methods	✓	Portfolio reference
• Questions - open and closed questions	<input type="checkbox"/>	<input type="text"/>
• Questionnaires	<input type="checkbox"/>	<input type="text"/>
• Sales figures	<input type="checkbox"/>	<input type="text"/>
• Customer feedback cards	<input type="checkbox"/>	<input type="text"/>
• Feedback from your line manager	<input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

Evaluation report	✓
• Feedback comments	<input type="checkbox"/>
• Pictorial/charts	<input type="checkbox"/>

Portfolio reference

Feedback

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A/617/2685



Level 2 - UBT256

Advise, demonstrate and sell beauty products to customers

UBT256

Advise, demonstrate and sell beauty products to customers

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.

The main aim of this unit is to develop your practical skills and knowledge to identify the targets for sales and creation of prospective sales and to inform and gain the customer's commitment to using additional services or products. You will need to know and understand service and product promotion techniques, how to make a sale, buying signals and the principles of brand awareness, pricing structures, product ranges and the principles and practice of stock rotation and maintenance.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **three** occasions. **One** observation must cover the following:
 - Procedures for stock control
 - Stock counting and replenishment of shop floor and stockroom stock
3. From the range, you must show that you have:
 - Achieved a minimum of 4 purchases
 - Covered all opportunities
 - Covered all sales techniques
 - Dealt with a minimum of 2 returning customers
 - Dealt with a minimum of 3 problems
 - Followed all procedures for stock control
 - Covered stock counting and replenishment of a minimum of 5 types of shop floor and stockroom stock
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will **not** be assessed by **an overarching external examination (MCQ)**. You will be guided by your assessor on the evidence that needs to be produced to assess your knowledge and understanding. The types of evidence can include but are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Task based controlled assessment
 - Witness statements

Practical

You will be able to:

LO1 - Create sales opportunities	✓
a. Acknowledge the customer via verbal and non-verbal means	<input type="checkbox"/>
b. Establish the customer's choice and selection of purchase	<input type="checkbox"/>
c. Open dialogue with the customer to provide opportunities for selling additional or associated products	<input type="checkbox"/>
d. Use a variety of sales techniques when providing the customer with information	<input type="checkbox"/>
e. Provide accurate guidance on product and price comparisons to influence the customer's purchasing decisions	<input type="checkbox"/>
f. Confirm with the customer that they are confident in their purchase	<input type="checkbox"/>
g. Complete the sale and provide the customer with a receipt and certificate of guarantee, if appropriate	<input type="checkbox"/>

LO2 - Deal with returns, complaints, refunds and exchanges	✓
a. Acknowledge the returning customer via verbal and non-verbal means	<input type="checkbox"/>
b. Establish the returning customer's problem with the purchase	<input type="checkbox"/>
c. Demonstrate a calm and professional manner throughout the returning customer's explanation	<input type="checkbox"/>
d. Communicate in a professional manner with the returning customer	<input type="checkbox"/>
e. Process the returning customer's problem, in accordance with the organisational or company procedures and personal authority level	<input type="checkbox"/>
f. Complete the transaction to the satisfaction of the returning customer and in accordance with consumer rights legislation	<input type="checkbox"/>
g. Conclude the transaction on the best possible terms with the returning customer	<input type="checkbox"/>

You will be able to:

LO3 - Encourage customer commitment to using additional services and products		✓
a. Identify that the customer requires advice upon an additional service and/or product		<input type="checkbox"/>
b. Offer to demonstrate the service and/or product and secure the customer's permission to carry out the demonstration		<input type="checkbox"/>
c. Establish customer allergies to products or cosmetic ingredients		<input type="checkbox"/>
d. Perform hand hygiene procedures, prior to touching the customer's skin		<input type="checkbox"/>
e. Prepare the tools, materials and products needed for an effective and hygienic demonstration		<input type="checkbox"/>
f. Provide the customer with accurate and relevant information about the service and/or products being demonstrated		<input type="checkbox"/>
g. Complete the demonstration taking into consideration the customer's time pressures and other commitments		<input type="checkbox"/>
h. Allocate time at the end of the demonstration for promotion and recommendations to encourage customer purchasing, using a range of opportunities		<input type="checkbox"/>

Your performances for LO1, LO2 and LO3 will be recorded on at least two occasions.

Performance	1	2
Assessor signature:		
Date:		

You will be able to:

LO4 - Demonstrate awareness of stock rotation and stock maintenance		✓
a. Use the organisation or company procedures for stock control		<input type="checkbox"/>
b. Perform the stock count in a professional manner, minimising disturbance whilst treating others with courtesy		<input type="checkbox"/>
c. Identify the correct person within the organisation or company to report any problems with stock and stock levels to, in situations above personal authority level		<input type="checkbox"/>
d. Demonstrate the ability to meet customer needs in situations where products are out of stock		<input type="checkbox"/>
e. Check and replenish shop floor and stockroom stock to maintain a constant level		<input type="checkbox"/>

Your performances for LO4 will be recorded on at least one occasion.

Performance	1	Optional
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Achieved a minimum of 4 purchases	✓
• Make-up products	<input type="checkbox"/>
• Hair products and accessories	<input type="checkbox"/>
• Skincare products	
- Face	<input type="checkbox"/>
- Body	
- Hand and nail	
• Male grooming	<input type="checkbox"/>
• Electrical products	<input type="checkbox"/>

Portfolio reference
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

Covered all opportunities	✓
• Link selling	<input type="checkbox"/>
• Upselling	<input type="checkbox"/>
• Buying signals	<input type="checkbox"/>
• Promotions	<input type="checkbox"/>
• Coffrets	<input type="checkbox"/>
• Overcoming objections	<input type="checkbox"/>

Portfolio reference
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Covered all sales techniques	✓	Portfolio reference
• In-store and online promotions	<input type="checkbox"/>	<input type="text"/>
• Effective product placement	<input type="checkbox"/>	<input type="text"/>
• Attractive product displays	<input type="checkbox"/>	<input type="text"/>
• Match products and services to customer's purchase	<input type="checkbox"/>	<input type="text"/>
• Current/seasonal displays	<input type="checkbox"/>	<input type="text"/>
• Enhancing/building upon sales	<input type="checkbox"/>	<input type="text"/>

Dealt with a minimum of 2 returning customers	✓	Portfolio reference
• Indecisive	<input type="checkbox"/>	<input type="text"/>
• Angry	<input type="checkbox"/>	<input type="text"/>
• Anxious	<input type="checkbox"/>	<input type="text"/>
• Confused	<input type="checkbox"/>	<input type="text"/>
• Referred	<input type="checkbox"/>	<input type="text"/>

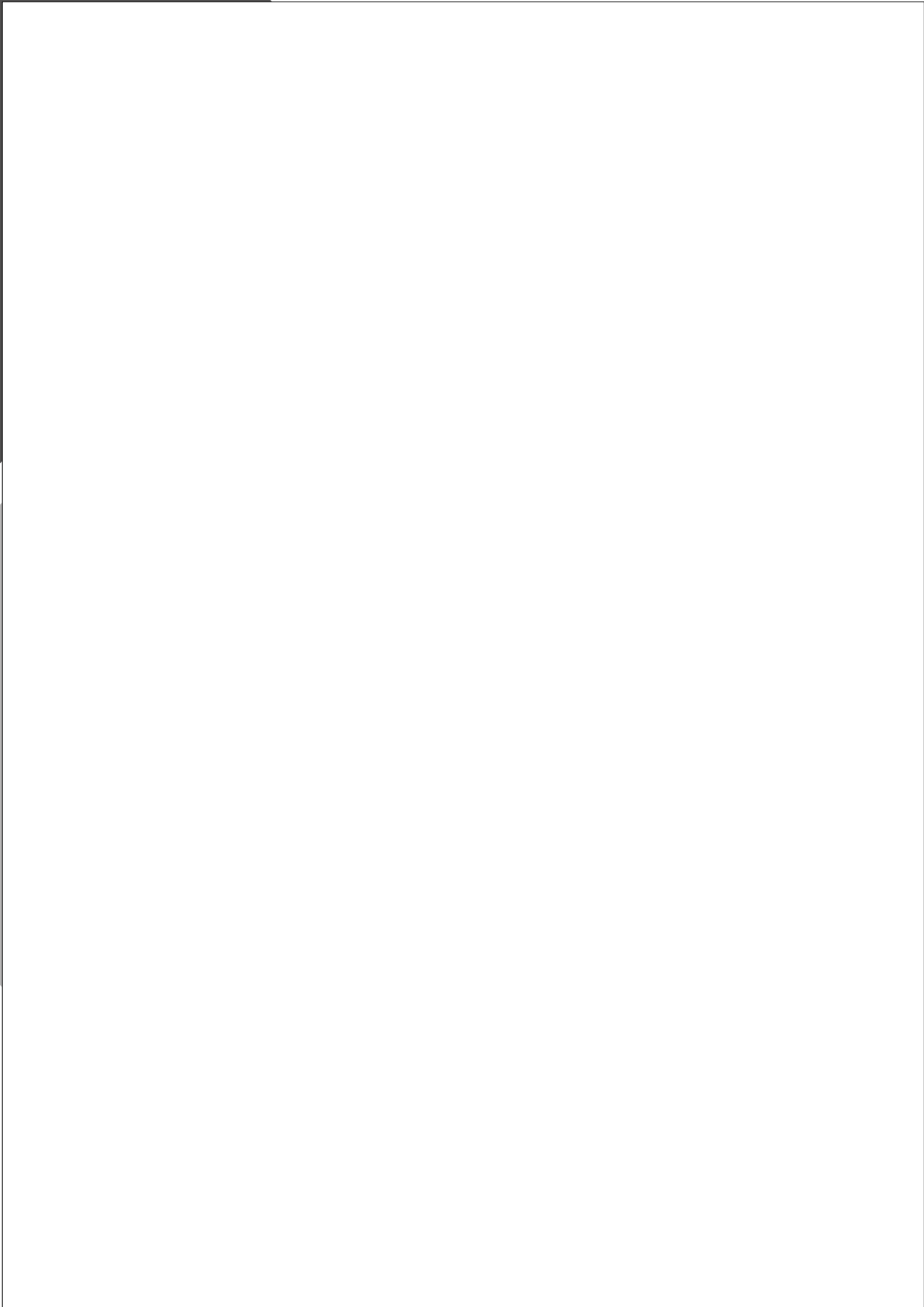
Dealt with a minimum of 3 problems	✓	Portfolio reference
• Return of the purchase	<input type="checkbox"/>	<input type="text"/>
• Complaint about the purchase	<input type="checkbox"/>	<input type="text"/>
• Refund request for the purchase	<input type="checkbox"/>	<input type="text"/>
• Exchange of purchase	<input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Followed all procedures for stock control ✓	Portfolio reference
<ul style="list-style-type: none"> • At specified time <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Accurate counting and recording <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Identification of stock discrepancy <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Identification of stock deterioration and potential wastage <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Identification of close (limited) shelf-life <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Adherence to health, safety and security procedures <input type="checkbox"/> 	<input type="text"/>

Covered stock counting and replenishment of a minimum of 5 types of shop floor and stockroom stock ✓	Portfolio reference
<ul style="list-style-type: none"> • Tester <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Customer incentives <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Samples <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Marketing collateral <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Ancillary items <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Tissues and cotton wool <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Disposables <input type="checkbox"/> 	<input type="text"/>
<ul style="list-style-type: none"> • Saleable stock <input type="checkbox"/> 	<input type="text"/>

Feedback

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Knowledge

All knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO5 - Create sales opportunities	Portfolio reference
a. Outline the importance of non-verbal and verbal communication techniques	
b. Describe how to use different evaluation techniques to establish the customer's needs	
c. Explain the importance of clear and professional communication with customers	
d. State how to use a variety of sales techniques when providing customers with information	
e. Describe how to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers	
f. Describe the importance of pro-actively seeking ways of enhancing sales, whilst being sensitive to the needs of the customer	
g. Explain how to match additional or associated products and services to customers' needs and increase the amount they spend	
h. State why it is important to understand the laws governing the application and sale of cosmetics	
i. Explain how to increase sales through product placement by utilising 'hot spots' and the relationship between sales and space	
j. Describe the sales opportunities that exist across the year and how to take advantage of customer's buying habits during these periods	
k. Identify the organisation's or brand's unique selling points, its straplines, promotions and advertising campaigns	

You will know and understand how to:

LO5 - Create sales opportunities (continued)	Portfolio reference
l. Explain the importance of remaining aware of local offers and variances in products, to provide accurate guidance on product and price comparisons to influence customers' purchasing decisions	
m. Describe how to confirm and close the sale	
n. Outline the importance of providing the customer with all necessary information and literature that accompanies their purchase	
o. State the laws governing the application and sale of cosmetics	

LO6 - Deal with returns, complaints, refunds and exchanges	Portfolio reference
a. Describe how to use non-verbal and verbal communication techniques to suit difficult situations	
b. Explain the importance of and how to use active listening skills	
c. Explain the importance of paying full attention to a returning customer	
d. Explain how to deal with a range of emotions that a returning customer may display	
e. Describe how to solve a problem to the satisfaction of the returning customer	
f. Outline the limitations of maintaining returning customers' goodwill through complimentary items	

You will know and understand how to:

LO7 - Encourage customer commitment to using additional services and products	Portfolio reference
a. Explain the importance of establishing the customer’s time pressures and expectations when offering to demonstrate any additional service and/or product	<input type="text"/>
b. Explain the importance of gaining the customer’s permission to carry out demonstrations and for setting up record cards	<input type="text"/>
c. Describe the organisation’s or company’s procedures relating to its customer record card system and the importance of confidentiality	<input type="text"/>
d. Explain the importance of questioning and recording the customer’s responses on the record card, when establishing factors related to the demonstration	<input type="text"/>
e. Describe the importance of explaining to the customer about the benefits of their details being on file and of reassuring them of confidentiality and the level of future contact to expect (GDPR)	<input type="text"/>
f. Explain the importance of thorough preparation for a demonstration	<input type="text"/>
g. Outline methods of balancing the demonstration with active selling and promotion techniques to capture customer interest and subsequent sales	<input type="text"/>
h. Explain the importance of delivering the demonstration at a pace that is suitable for the customer and that meets the commercial time frame of the organisation or company	<input type="text"/>
i. Explain the importance of product knowledge to your own role, when providing the best possible advice and information to customers	<input type="text"/>
j. State the advantage of being able to identify relevant factors and to match product knowledge to suit them	<input type="text"/>
k. Outline why it is important to allow the customer to feel, smell and experience the products being used	<input type="text"/>
l. Outline the steps required to complete the sale of additional services and/or products	<input type="text"/>
m. Explain the importance of regularly updating customer record cards and staying in touch with the customer after the sale, to help meet sales targets (GDPR)	<input type="text"/>

You will know and understand how to:

LO8 - Awareness of stock rotation and stock maintenance	Portfolio reference
a. Explain the importance and principles of effective procedures for stock control	
b. Describe how accurate stock counting contributes to maintaining stock levels and maintaining customer satisfaction and sales	
c. Describe the organisation's or company's procedures for counting stock and recording stock levels	
d. Explain why it is important to minimise disturbance to others when counting stock, and how to do so	
e. Explain how to rectify the problems with stock and stock levels you are authorised to deal with	
f. Explain who should be informed about problems with stock and stock levels that you are not authorised to deal with	
g. Describe the requirements to review stock levels and stock types to meet planned marketing activities and expected seasonal variations	
h. Outline the importance of being able to allocate space for sudden and sporadic deliveries of promotional stock	
i. Describe the likelihood of space requirements for 'gift with purchase' promotional stock, far outweighing the space required for the stock to which it is tied	
j. Identify the purpose of batch control	
k. State the main steps to manage purchase systems within the organisation or company	
l. Explain how to identify and calculate trigger points within the organisation or company	
m. State the advantages and disadvantages for vendor-managed inventory (VMI) systems	

All knowledge and understanding criteria should be recorded as all unit criteria must be achieved.

Knowledge criteria	✓
Assessor	<input type="checkbox"/>
Signature:	Date:

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Laws governing the application and sale of cosmetics ✓	Portfolio reference
• Trade Descriptions Act <input type="checkbox"/>	<input type="text"/>
• Data Protection legislation (GDPR) <input type="checkbox"/>	<input type="text"/>
• Control of Substances Hazardous to Health Regulations (COSHH) <input type="checkbox"/>	<input type="text"/>
• Consumer Protection legislation <input type="checkbox"/>	<input type="text"/>
• Advertising Standards <input type="checkbox"/>	<input type="text"/>
• Equality Act <input type="checkbox"/>	<input type="text"/>
• Health and Safety at Work Act <input type="checkbox"/>	<input type="text"/>

Returning customer ✓	Portfolio reference
• Indecisive <input type="checkbox"/>	<input type="text"/>
• Angry <input type="checkbox"/>	<input type="text"/>
• Anxious <input type="checkbox"/>	<input type="text"/>
• Confused <input type="checkbox"/>	<input type="text"/>
• Referred <input type="checkbox"/>	<input type="text"/>

Solve ✓	Portfolio reference
• In an efficient manner <input type="checkbox"/>	<input type="text"/>
• Within level of authority <input type="checkbox"/>	<input type="text"/>
• In accordance with organisation's or company's procedures <input type="checkbox"/>	<input type="text"/>
• In accordance with consumer rights legislation <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

Problem ✓	Portfolio reference
• Return of the purchase <input type="checkbox"/>	
• Complaint about the purchase <input type="checkbox"/>	
• Refund request for the purchase <input type="checkbox"/>	
• Exchange of purchase <input type="checkbox"/>	

Factors ✓	Portfolio reference
• Occupation <input type="checkbox"/>	
• Lifestyle <input type="checkbox"/>	
• Level of customer expertise <input type="checkbox"/>	
• Contra-indications and allergies <input type="checkbox"/>	
• Occasion <input type="checkbox"/>	
• Gender <input type="checkbox"/>	
• Trends <input type="checkbox"/>	
• Season <input type="checkbox"/>	
• Budget <input type="checkbox"/>	
• Customer preference <input type="checkbox"/>	

To achieve this unit successfully you will need to cover all of the ranges.

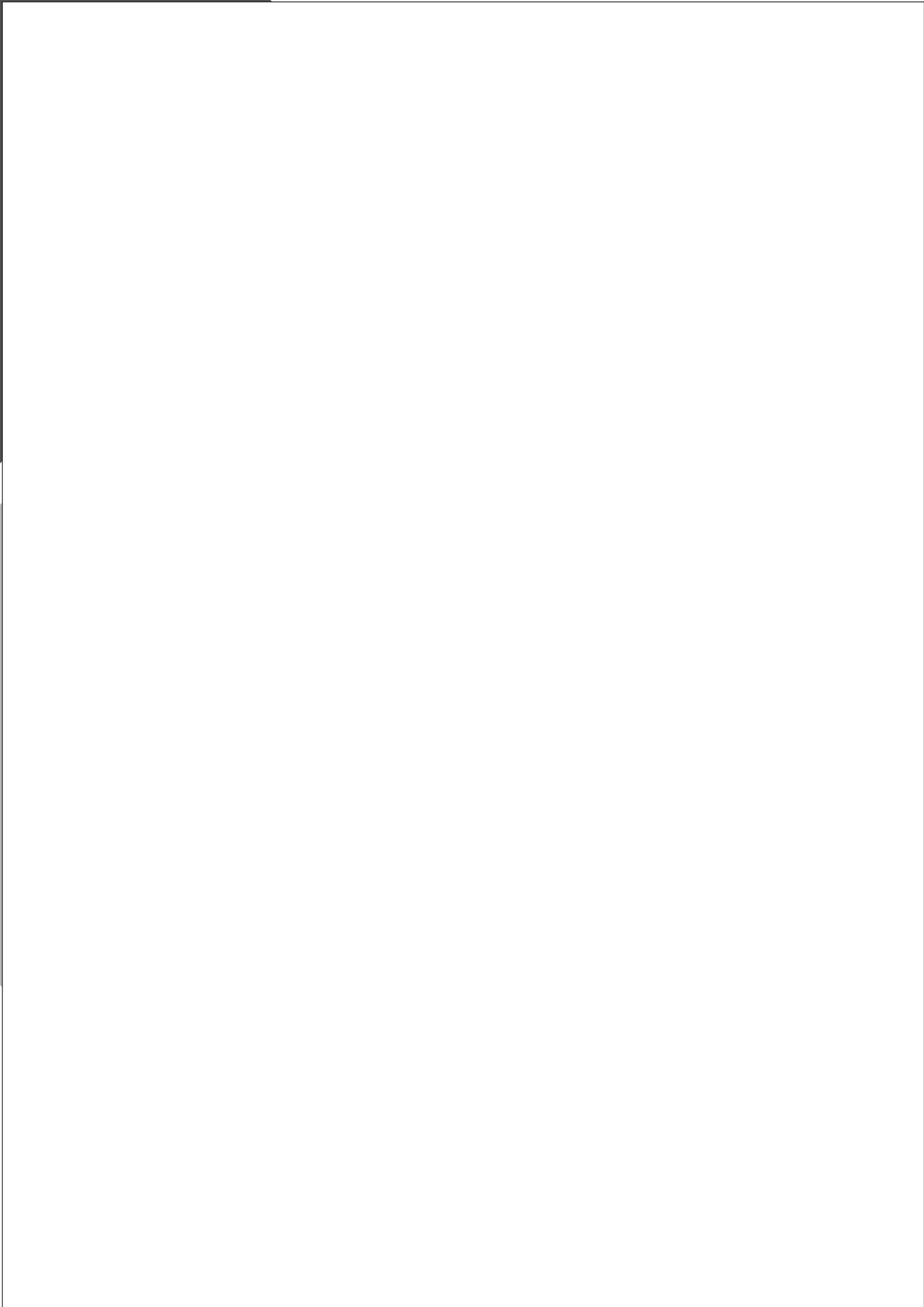
Product knowledge ✓	Portfolio reference
• Features <input type="checkbox"/>	
• Actions <input type="checkbox"/>	
• Benefits <input type="checkbox"/>	
• Ingredients <input type="checkbox"/>	
• Price <input type="checkbox"/>	
• Precautions <input type="checkbox"/>	
• Brand guidelines <input type="checkbox"/>	

Stock control ✓	Portfolio reference
• To meet customer demands <input type="checkbox"/>	
• To reduce stock deterioration and wastage <input type="checkbox"/>	
• To optimise storage conditions <input type="checkbox"/>	
• To maintain stock rotation procedures <input type="checkbox"/>	
• To balance stock levels to meet sale needs <input type="checkbox"/>	
• To minimise amount of cash tied up in stock <input type="checkbox"/>	
• To reduce pilfering <input type="checkbox"/>	
• To prevent off-sales <input type="checkbox"/>	
• To prevent over-stocking <input type="checkbox"/>	

To achieve this unit successfully you will need to cover all of the ranges.

Vendor-managed inventory (VMI) systems ✓	Portfolio reference
Advantages	
<ul style="list-style-type: none"> • Relieves stockist of the burden and responsibility of managing stock level 	<input type="text"/>
<ul style="list-style-type: none"> • Reduces lost sales and customer dissatisfaction, due to poor stock management 	<input type="text"/>
<ul style="list-style-type: none"> • Transfers point-of-sale electronics data to suppliers, who then generate the order 	<input type="text"/>
Disadvantages	
<ul style="list-style-type: none"> • Difficulty in changing suppliers and restriction of the ability to 'shop around' 	<input type="text"/>
<ul style="list-style-type: none"> • Potential fear of release of confidential data on sales figures to competitors 	<input type="text"/>
<ul style="list-style-type: none"> • Setting and agreeing the optimum minimum and maximum stock levels to achieve expected fill rates 	<input type="text"/>
<ul style="list-style-type: none"> • Stock file may be corrupted, due to the non-recording of theft or breakages 	<input type="text"/>

Feedback

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F/617/2686

Level 2 - UBT257

**Advise and demonstrate perfumery
recommendations to customers**

UBT257

Advise and demonstrate perfumery recommendations to customers

Throughout this unit you will need to maintain effective health, safety and hygiene whilst working. You will also need to maintain a professional standard of behaviour and demonstrate effective communication skills.

The main aim of this unit is to develop your practical skills and knowledge to evaluate and establish customers' fragrance preferences in order to recommend an appropriate fragrance choice. You will need to know and understand the history, origins, types, and brands of perfume, the principles of blending fragrances, skin reaction, the psychological effects of fragrances and the relationship to olfactory and limbic systems.

Evidence Requirements

1. Simulation is not allowed for any performance evidence within this unit. The assessment must be performed in a real or realistic working environment on customers.
2. Your assessor will observe your performance on at least **two** occasions, each one involving a different customer.
3. From the range, you must show that you have:
 - Used all opportunities
 - Used all questioning techniques
 - Used all sales techniques
 - Described all perfumery products
 - Discussed all product knowledge
 - Explained all differences
 - Advised a minimum of 1 customer how to wear a fragrance
4. If the range requirements have not been fully covered by these observations, additional observed evidence can be provided. You will need to collect documentary evidence to show that you have met all the requirements.
5. Knowledge and understanding in this unit will **not** be assessed by **an overarching external examination (MCQ)**. You will be guided by your assessor on the evidence that needs to be produced to assess your knowledge and understanding. The types of evidence can include but are not limited to:
 - Professional discussion
 - Portfolio of evidence
 - Reflective diary on own practice in an appropriate working environment
 - Written assignments
 - Projects/case studies
 - Coursework
 - Task-based controlled assessment
 - Witness statements

Practical

You will be able to:

LO1 - Carry out the retail sale of perfumery products	✓
a. Acknowledge the customer via verbal and non-verbal means	<input type="checkbox"/>
b. Open dialogue with the customer to provide opportunities	<input type="checkbox"/>
c. Use questioning techniques to identify the customer's service and product needs	<input type="checkbox"/>
d. Use a variety of sales techniques when providing the customer with information	<input type="checkbox"/>
e. Describe the range of perfumery products available to customers	<input type="checkbox"/>
f. Utilise product knowledge to identify and recommend an appropriate fragrance to the customer	<input type="checkbox"/>
g. Demonstrate different perfumery products on the customer's skin or on a fragrance blotter, explaining their differences	<input type="checkbox"/>
h. Advise the customer on how to wear a fragrance	<input type="checkbox"/>
i. Complete the sale of perfumery products and use a range of opportunities	<input type="checkbox"/>

Your performances for LO1 will be recorded on at least two occasions.

Performance	1	2
Assessor signature:		
Date:		

Practical Range

To achieve this unit successfully you will need to practically demonstrate that you have:

Used all opportunities ✓	Portfolio reference
• Link selling <input type="checkbox"/>	<input type="text"/>
• Upselling <input type="checkbox"/>	<input type="text"/>
• Buying signals <input type="checkbox"/>	<input type="text"/>
• Promotions <input type="checkbox"/>	<input type="text"/>
• Coffrets <input type="checkbox"/>	<input type="text"/>
• Overcoming objections <input type="checkbox"/>	<input type="text"/>

Used all questioning techniques ✓	Portfolio reference
• Open questions (encouraging the conversation and finding out about customer tastes) <input type="checkbox"/>	<input type="text"/>
• Reducing questions (use with comparison products: "do you prefer this fragrance, or that fragrance?") <input type="checkbox"/>	<input type="text"/>
• Closed questions (getting agreement from the customer on their choice) <input type="checkbox"/>	<input type="text"/>
• Active listening <input type="checkbox"/>	<input type="text"/>

Used all sales techniques ✓	Portfolio reference
• Traffic stopping <input type="checkbox"/>	<input type="text"/>
• In-store and online promotions <input type="checkbox"/>	<input type="text"/>
• Effective product placement <input type="checkbox"/>	<input type="text"/>
• Attractive product displays <input type="checkbox"/>	<input type="text"/>
• Link selling of matching products to customer's purchase <input type="checkbox"/>	<input type="text"/>
• Current/seasonal displays <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to practically demonstrate that you have:

Described all perfumery products ✓	Portfolio reference
• Pure parfum <input type="checkbox"/>	<input type="text"/>
• Esprit de parfum <input type="checkbox"/>	<input type="text"/>
• Eau de parfum <input type="checkbox"/>	<input type="text"/>
• Eau de toilette <input type="checkbox"/>	<input type="text"/>
• Eau de cologne <input type="checkbox"/>	<input type="text"/>
• Eau fraiche <input type="checkbox"/>	<input type="text"/>
• Bathing and body products (including aftershave) <input type="checkbox"/>	<input type="text"/>
• Home fragrance <input type="checkbox"/>	<input type="text"/>

Discussed all product knowledge ✓	Portfolio reference
• Fragrance families: floral, oriental, chypre, fougere <input type="checkbox"/>	<input type="text"/>
• Ingredient facets: floral, fruity, citrus, aromatic, green, spice, wood, moss, liquor, tobacco, balsamic, gourmand, leather, animalic <input type="checkbox"/>	<input type="text"/>

Explained all differences ✓	Portfolio reference
• Concentration <input type="checkbox"/>	<input type="text"/>
• Cost <input type="checkbox"/>	<input type="text"/>
• Application or use <input type="checkbox"/>	<input type="text"/>

Advised a minimum of 1 customer how to wear a fragrance ✓	Portfolio reference
• Customer <input type="checkbox"/>	<input type="text"/>

Feedback

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Knowledge

All knowledge and understanding criteria should be recorded in acceptable forms of evidence highlighted in the Evidence Requirements.

You will know and understand how to:

LO2 - Carry out the retail sale of perfumery products	Portfolio reference
a. Outline the role of the perfumer within the perfumery industry	
b. Describe the historical development of the perfumery industry	
c. Identify the key components of perfume	
d. Explain the role that top, middle and base notes all play in a perfumery product	
e. Describe the importance of and links between fragrance, emotions and memory	
f. Outline the product knowledge of the perfumery products in the range	
g. State the difference between a scent-driven and a fashion-driven customer	
h. Explain how to evaluate and establish customers' fragrance preferences and recommend an appropriate fragrance choice	
i. Describe how to maximise perfumery product sales through questioning and listening skills and use of promotional activities, such as 'gift with purchase'	

All knowledge and understanding criteria should be recorded as all unit criteria must be achieved.

Knowledge criteria ✓	
Assessor	<input type="checkbox"/>
Signature: _____	Date: _____

Knowledge Range

To achieve this unit successfully you will need to cover all of the ranges.

Historical development ✓	Portfolio reference
• Origins and uses of perfume in ancient civilisations <input type="checkbox"/>	<input type="text"/>
• The development of the perfumery industry, and the role of Grasse in France <input type="checkbox"/>	<input type="text"/>
• Fashion designers and their link to fragrance in the 20th century <input type="checkbox"/>	<input type="text"/>
• Classic benchmark perfumes of recent decades <input type="checkbox"/>	<input type="text"/>
• Basic methods of extraction and production <input type="checkbox"/>	<input type="text"/>
• The role of media and advertising <input type="checkbox"/>	<input type="text"/>
• The role IFRA plays in regulating fragrance ingredients <input type="checkbox"/>	<input type="text"/>

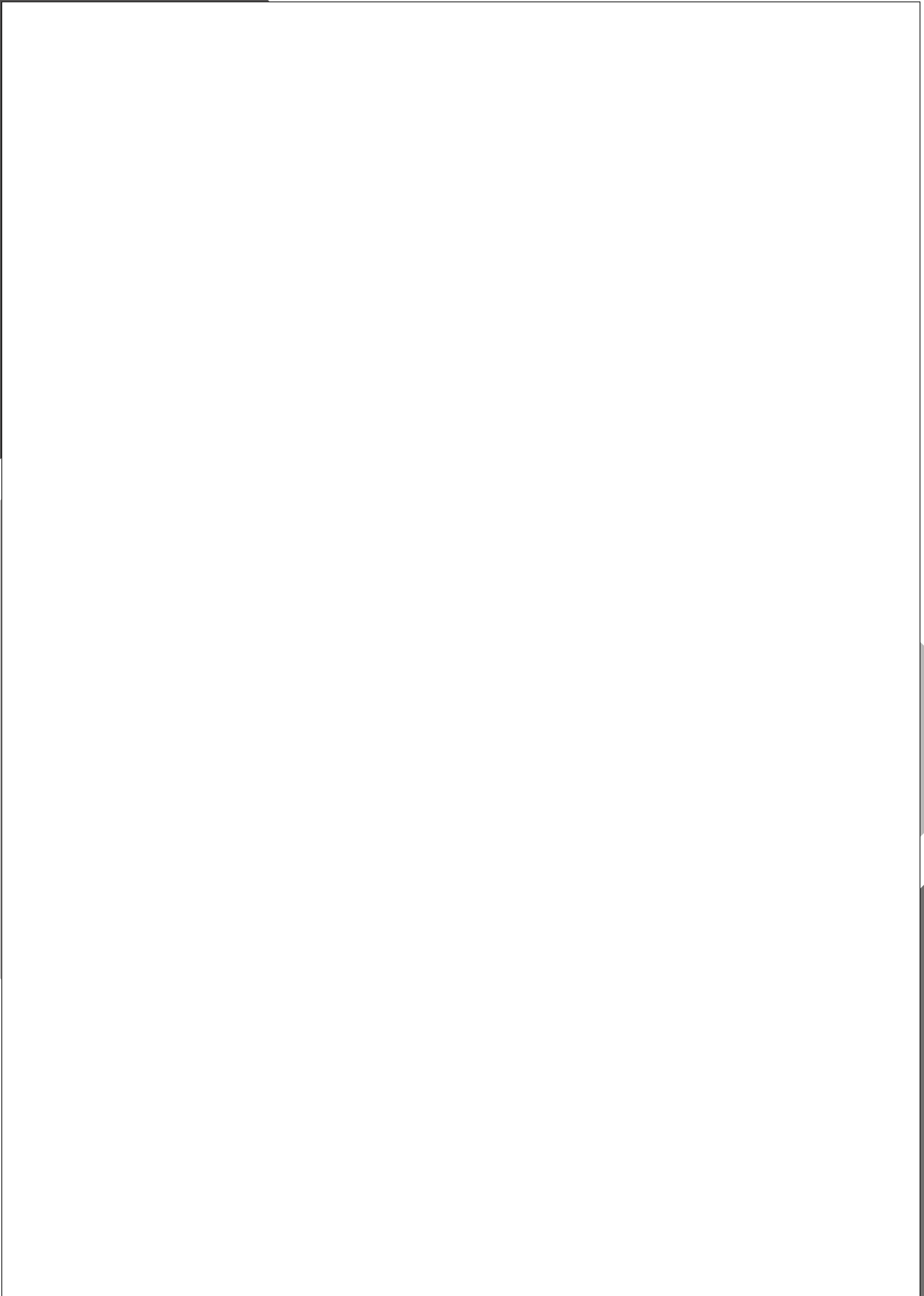
Key components ✓	Portfolio reference
• Non-scented: alcohol, water <input type="checkbox"/>	<input type="text"/>
• Scented: essential oils, absolutes <input type="checkbox"/>	<input type="text"/>
• Difference between synthetic and natural ingredients <input type="checkbox"/>	<input type="text"/>
• Plant-based <input type="checkbox"/>	<input type="text"/>
• Animal-based <input type="checkbox"/>	<input type="text"/>

To achieve this unit successfully you will need to cover all of the ranges.

Fragrance, emotions and memory ✓	Portfolio reference
• Olfactory system <input type="checkbox"/>	<input type="text"/>
• Limbic area of the brain <input type="checkbox"/>	<input type="text"/>
• How the two link together and the outcome of this connection <input type="checkbox"/>	<input type="text"/>

Product knowledge ✓	Portfolio reference
• Fragrance families: floral, oriental, chypre, fougere <input type="checkbox"/>	<input type="text"/>
• Ingredient facets: floral, fruity, citrus, aromatic, green, spice, wood, moss, liquor, tobacco, balsamic, gourmand, leather, animalic <input type="checkbox"/>	<input type="text"/>

Feedback

A large, empty rectangular box with a thin black border, intended for providing feedback. The box is centered on the page and occupies most of the vertical space below the title. The background of the page features a dark grey triangle in the top-left corner and several grey triangles pointing towards the center from the left, right, and bottom edges.



BT2D17

Transferable skills



ITEC



VTCT

Professionalism and values

Skills embedded within the units:

- Carrying out and maintaining organisational and beauty retail industry duties and requirements for professionalism: meeting organisational and industry standards of appearance
- Maintaining expected image and etiquette
- Implementing equality and diversity protocols
- Working under pressure; observing time management and self-management
- Maintaining and managing a work area
- Completing services in a commercially viable time and to a high standard
- Demonstrating a passion for the beauty retail industry
- Facilitating a positive customer journey and experience whilst maintaining confidentiality and consumer rights
- Communicating effectively with customers recognising when to apply different verbal and non-verbal communication skills
- Solving problems quickly and effectively as they emerge within the scope of responsibilities
- Seeking assistance from a senior member of staff when required

Knowledge embedded within the units:

- Beauty and Make-up Consultant legal, industry and organisational requirements relating to: relevant product protocol guidelines, procedures, organisational requirements, customs and regulations dealing with diplomatic correctness, precedence and etiquette
- Pricing, incentives and promotional structures
- Time and self-management principles
- Equality and diversity
- Industry and organisational standards of appearance
- The Sale of Goods and Services Act, Consumer Rights Act and the Data Protection Act, GDPR and their application within the beauty retail and related industries
- How to facilitate a positive customer journey
- The types and uses of verbal and non-verbal communication
- How to resolve customer problems
- When to escalate to get a satisfactory outcome

Safe working practices

Skills embedded within the units:

- Meeting legal, industry and organisational requirements: maintaining effective, hygienic and safe working methods and safety considerations
- Adhering to workplace, suppliers' or manufacturers' instructions for the safe use of equipment, materials and products
- Maintaining the customer's modesty, privacy and comfort
- Minimising risks of cross-infection, injury or fatigue
- Promoting environmental and sustainable working practices
- Ensuring personal hygiene and protection meets industry and organisational requirements

Knowledge embedded within the units:

- Legal, industry and organisational requirements relating to: tools, equipment, materials and products
- Workplace cleaning requirements and waste disposal
- Supplier or manufacturer's instructions
- Customer preparation and protection
- Direct and indirect cross-infection
- Methods that promote environmental and sustainable working practices
- How to reduce risk of injury to self and others: posture, personal hygiene, protection
- Health and safety legislation and practice

Core behaviours

The following behaviours underpin the delivery of services in the beauty and make consultant sector.

These behaviours ensure that customers receive a positive impression of both the organisation and the individual:

1. Personal and professional ethics: demonstrates a commitment to quality, maintains honesty, integrity and confidentiality that meets industry standards
2. Flexible and positive attitude: adapts positively to changing work priorities and patterns when new tasks need to be completed or requirements change
3. Maintain customer care principles and practices: shows customers respect at all times and in all circumstances, demonstrate customer empathy, sensitivity and awareness

Transferable skills matrix

The transferable skills are embedded across all units within the Beauty and Make-up consultant qualification. This is demonstrated in the matrix below:

Unit	Transferable skills	Learning outcome
UBT251 Instruct the use and application of skincare products and make-up	Professionalism and values	LO1, LO2, LO3, LO4, LO5, LO6
	Safe working practices	LO1, LO2, LO3, LO4, LO5, LO6
	Core behaviours	LO1, LO2, LO3, LO4, LO5, LO6
UBT252 Advise and demonstrate a range of beauty retail products, tools and equipment for the eyelashes and eyebrows	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT253 Advise and demonstrate a range of beauty retail products, tools and equipment for the face, neck and skin	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT254 Advise and demonstrate a range of beauty retail products, tools and equipment for the nails	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2
UBT255 Participate in promotional activities	Professionalism and values	LO1, LO2, LO3, LO4
	Safe working practices	LO1, LO2, LO3, LO4
	Core behaviours	LO1, LO2, LO3, LO4
UBT256 Advise, demonstrate and sell beauty products to customers	Professionalism and values	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
	Safe working practices	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
	Core behaviours	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8
UBT257 Advise and demonstrate perfumery recommendations to customers	Professionalism and values	LO1, LO2
	Safe working practices	LO1, LO2
	Core behaviours	LO1, LO2