



Promote products and services to clients in a salon

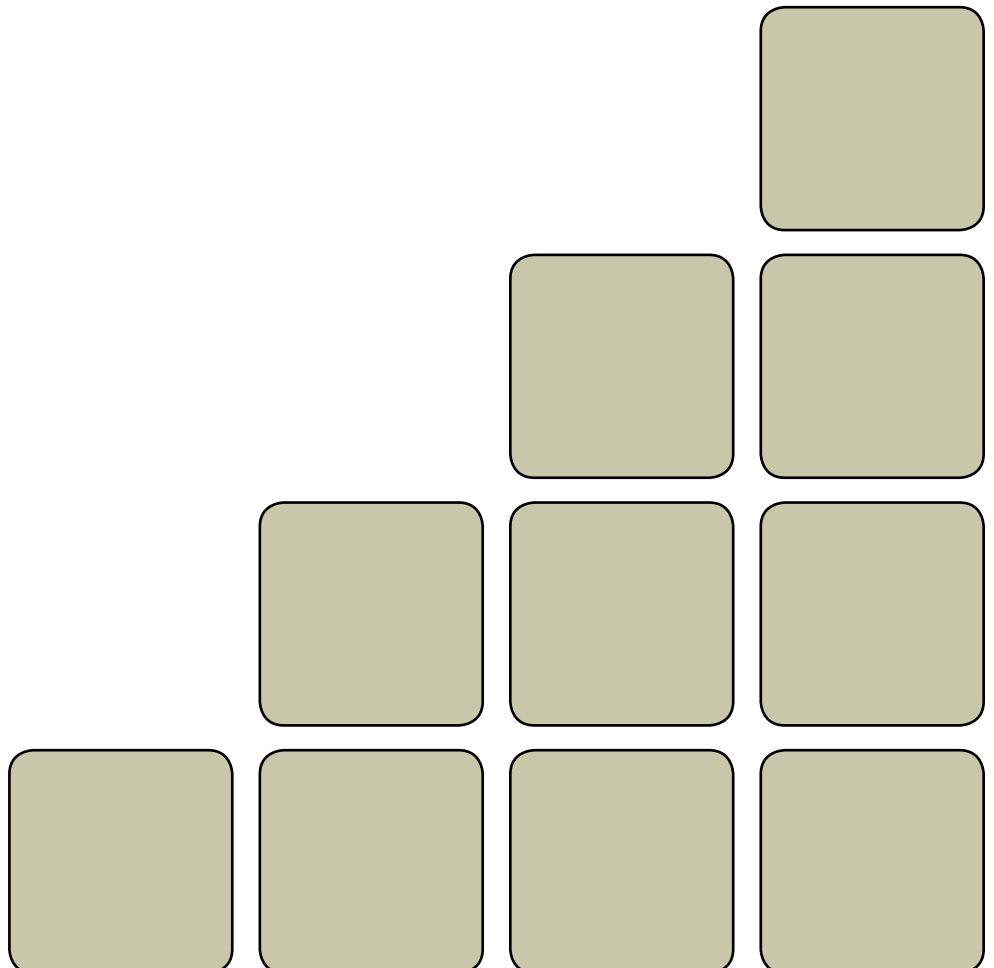
UV20492

T/600/8769

Learner name:

Learner number:

VRQ



UV20492

Promote products and services to clients in a salon

Through this unit you will develop a sound knowledge of the products and services offered in your salon. You will learn how to promote these products and services by providing accurate information, describing the benefits and features to your clients, being able to identify buying signals, secure an agreement and close a sale.

This unit is suitable for hairdressing, barbering, nail and beauty salons and spas.

Level

2

Credit value

3

GLH

28

Observation(s)

3

External paper(s)

0



Promote products and services to clients in a salon

Learning outcomes

On completion of this unit you will:

1. Be able to promote products and services to clients

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least three occasions**.
4. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes and ranges in this unit. All outcomes must be achieved.
6. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

There are no range statements that apply to this unit.



Observations

Outcome 1

Be able to promote products and services to clients

You can:

- a. Establish the client's requirements
- b. Introduce services and/or products to the client at a suitable time
- c. Give accurate and relevant information to the client
- d. Identify buying signals and interpret the client's intentions correctly
- e. Secure an agreement with the client
- f. Close the sale
- g. Identify services and/or products to meet the requirements of the client

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to promote products and services to clients

You can:	Portfolio reference / Assessor initials*
h. Describe the benefits to the salon of promoting services and products to the client	
i. Describe the listening and questioning techniques used for promotion and selling	
j. Explain the terms 'features' and 'benefits' as applied to services or products	
k. Describe the principles of effective face to face communication	
l. State the importance of effective personal presentation	
m. State the importance of good product and service knowledge	
n. Describe how to interpret buying signals	
o. Outline the stages of the sale process	
p. Explain the legislation that affects the selling of services and products	
q. Describe methods of payment for services and products	

**Assessor initials to be inserted if orally questioned.*

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to promote products and services to clients

Client requirements: Client wishes, needs, requirements, lifestyle, time, hair/skin condition, expectations, service, features (characteristic) and benefits (advantage).

Opportunities for introducing services/products: At reception, during consultation, during service, after service, e-mail/post/text, promotional events (launch parties, shows, charity events).

Provide accurate and relevant information: Verbal or written (promotional material), demonstrate use of products, price lists, opening times, services offered (including other sectors).

Secure an agreement: Verbal or written, signing a contract, disclaimer, paying a deposit, making appointment, on the telephone, when purchasing retail products, payment, before, during and after service.

Closing of a sale: Exchange of goods for payment, payment methods (cash, cheque, visa, credit/debit card, vouchers), give change if necessary, print and issue receipt.

Interpret buying signals: Client showing interest/no interest, asking questions, request for information (price, availability, availability of appointments), making appointments, verbal agreement.

Range of suitable services for clients:

Women's services – consultation,

shampooing, conditioning treatments, cutting, colouring, perming, hair extensions, colour correction, blow drying, setting, styling and dressing.

Men's services – consultation, hair cutting, facial hair cutting, shaving, styling, colouring, plaiting, perming, hair extensions, colour correction.

Beauty treatments – consultation, massage (including holistic, aromatherapy, Indian head, reflexology, half/full body), tanning, make-up, manicure, pedicure, facials, electrolysis, waxing.

Range of suitable products for clients:

Beauty products – selection of make-up (eye shadows, mascaras, blushers, face powders), make-up brushes, beauty accessories, range of beauty creams/oils, range of nail varnishes, treatment packages, gift sets.

Hairdressing and barbering products – range of shampoos and conditioners, intensive conditioning treatments, styling products (mousse, gel, serum, styling crème, wax, oil, protective sprays), finishing products (hair spray, gel spray, shine spray), excess stock, gift sets, hair accessories, small jewellery.

Benefit to the salon of promoting services and products: Increases salon turnover, commission, professional image, encourages clients to use quality products, encourages clients to return to the salon,



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Outcome 1: Be able to promote products and services to clients (continued)

increases client confidence, increases sales in other areas, shows motivation, passion and enthusiasm.

Professional communication used for promoting services/products: Try to avoid technical language, always respond, consider client confidentiality.

Verbal – speaking (tone of voice, the language you use, how quickly and clearly), questioning (open, closed, probing).

Non-verbal – body language, positive attitude (your posture, facial expressions, hand gestures, the distance you stand), listening (be patient, try to be understanding).

Written – visual aids, magazines, client records.

Questioning – open, closed, probing.

Listening – be patient, express trust, be supportive, make sense of what has been said, respond.

Features and benefits of services and products:

Features – the quality or characteristic of a service or product (service should compliment client, products made in both salon/retail size bottles).

Benefits – the advantage of using a product on skin/hair.

Promoting a professional image in a salon: Set the standards, walking advert, present an approachable appearance, be ready to lend a hand (willing nature), take on a caring and friendly attitude, possess the expected level of skill, be easy to

talk to, hold a good posture, pay special attention to clients, meet salon dress code and salon codes of conduct, ensure salon is clean, warm and tidy, ensure good team work, professional client consultations, and client hospitality and care.

The importance of good product and service knowledge: Professional image, instils confidence, improved aftercare advice, customers promote salon, increase in customers returning and profits.

Stages of the sale process:

Services – consultation, information provided, questioning, availability, suitability, payment pre-/post-service, exchange of monies, change, receipt given, thank customer for business.

Products – peruse, look, feel, read information, question, advice, price, availability, exchange of monies for product, change, receipt given, thank client for business.

Salon health and safety legislation and regulations: Health and safety at work, control of substances hazardous to health, reporting of injuries, diseases and dangerous occurrences, personal protective equipment, electricity at work, manual handling, supply of goods and services, trade description, data protection, employers' liability (compulsory insurance), occupiers' liability, local by-laws (set by council), salon rules, code of conduct, observance by all staff.



Outcome 1: Be able to promote products and services to clients (continued)

Legal requirements affecting the sale of products and services:

Sale of goods – legislation that deals with the contract between a retailer and the consumer, relating to products and equipment.

The retailer – has a responsibility to sell best quality goods that are not defective in any way, refund the money for a purchase if it is found to be defective (offer an exchange of goods if there is no receipt), make a complaint to the supplier.

The three main points – goods must be in a saleable condition, fit for purpose (not faulty), and as described.

The supply of goods and services – legislation that deals with a trader's obligation towards the consumer and their legal rights.

Refund for goods bought – this allows the consumer to claim some, or all of the money paid for goods.

Services – the person or trader providing a service must charge a reasonable price, provide the service within a reasonable time, with care and skill.