



## ITEC Level 1 Unit 314 Present a Professional Image Assessment Form

Name of Learner .....

**This assessment sheet must be completed in full for each learner by the Internal Assessor**

- **Conducting the assessment** – The evaluation should be based on the criteria detailed below. The assessor should base their evaluation entirely on the Learner's performance during the assessment exercise; they should remain objective and should not coach or distract the Learner during the assessment. Please indicate with a ✓ criteria that are completed successfully, indicating with an X criteria that have not been completed successfully.  
**Once all boxes have been ticked the assessor must place a ✓ in the pass box indicating that the task is complete.**

Criteria	Assessor's Comments				
	Completed	Completed	Completed	Completed	
<b>APPEARANCE– The Learner demonstrated:</b>					
<b>Identify how to promote a professional image in a salon (written list or oral)</b>					
<b>Identify how to maintain personal hygiene (written list or oral)</b>					
Clean, ironed professional overall/uniform					
<b>Beauty salon:</b> Clean, neat hair - tied back/up if long and off the collar and face <b>Hair salon:</b> Neat, styled hair					
<b>Beauty salon:</b> Short, clean, well manicured nails with no varnish and clean hands <b>Hair salon:</b> Well maintained hands and nails					
<b>Beauty salon:</b> Clean, sensible full flat shoes, and socks or tights <b>Hair salon</b> Clean, comfortable shoes					

Criteria	Assessor's Comments				
	Completed	Completed	Completed	Completed	
Females if wearing a skirt must have tights which are an appropriate colour for the uniform					
<b>Beauty Salon:</b> No jewellery - with the exception of a wedding band and 1 pair of small stud earrings (religious jewellery must be taped). <b>Hair Salon:</b> Any jewellery worn is appropriate					
No body or breath odour.					
No chewing gum or sucking sweets					
No visible underskirts/underwear					
Skirts to the knee. Trousers cropped no higher than calf/ trousers not trailing on the floor.					
<b>EFFECTIVE COMMUNICATION IN THE SALON – The Learner:</b>					
Greeted and introduced self to the client					
Looked the client in the eye when speaking to them					
Spoke clearly					
Spoke politely					
Spoke honestly when questioned about treatments					
Listened to the client					
Demonstrated ethical conversation					
Demonstrated positive facial expressions					
Demonstrated positive body language					
Demonstrated good posture					
<b>EFFECTIVE TELEPHONE CONVERSATION – The Learner:</b>					
Stated salon name					
Asked how he/she may help the client					
Did not interrupt the client					
Spoke clearly and at the correct speed					
<b>DEALING WITH NEGATIVE FEEDBACK – The Learner:</b>					
Identified the effects of positive and negative attitudes and behaviour (written list or oral)					
Allowed the client to speak freely					
Listened to the client					

Criteria	Assessor's Comments				
	Completed	Completed	Completed	Completed	
Did not interrupt the client					
Did not argue					
Demonstrated understanding of why the feedback was negative					
<b>EFFECTIVE COMMUNICATION WITH COLLEAGUES – <i>The Learner:</i></b>					
Communicated politely					
Demonstrated a positive attitude					
Demonstrated enthusiasm for the task					

**Task Completed - Pass ☐**

Learner's Signature.....

Assessor's Signature.....

Assessor's Name.....

Date.....

External Verifier's Name.....

External Verifier's Signature.....

Date.....