

Unit 627 – Promote Products and Services to Clients in a Salon

Guided Learning Hours: 28

Learning Outcome	Assessment Criteria	Taught Content
1. Be able to promote products and services to the client	<p>1.1 Establish the client's requirements</p> <p>1.2 Introduce services and/or products to the client at the suitable time</p> <p>1.3 Give accurate and relevant information to the client</p> <p>1.4 Identify buying signals and interpret the client's intentions correctly</p> <p>1.5 Secure agreement with the client</p> <p>1.6 Close the sale</p>	<p>1.1. To include:</p> <ul style="list-style-type: none"> • Open and closed questioning • Use of visual aids • Listening techniques <p>1.2.1 To include:</p> <ul style="list-style-type: none"> • During a service • Use of products • At point of sale <p>1.3.1 To include:</p> <ul style="list-style-type: none"> • Length of service • Benefits to client • Legal responsibilities <p>1.4.1 To include:</p> <ul style="list-style-type: none"> • Body language • Facial expressions <p>1.5.1 To include:</p> <ul style="list-style-type: none"> • Timing • Verbal agreement • Client nodding their head • Client asking for details about costs and appointment times <p>1.6.1 To include:</p> <ul style="list-style-type: none"> • Booking additional appointments • Include additional services in current service • Use additional products in current service • Selling retail products

	<p>1.7 Identify services and/or products to meet the requirements of the client</p> <p>1.8 Describe the benefits to the salon of promoting services and products to the client</p> <p>1.9 Describe the listening and questioning techniques used for promotion and selling</p> <p>1.10 Explain the terms 'features' and 'benefits' as applied to services or products</p> <p>1.11 Describe the principles of effective face to face communication</p> <p>1.12 State the importance of effective personal presentation</p> <p>1.13 State the importance of good product and service knowledge</p>	<p>1.7.1 To include:</p> <ul style="list-style-type: none"> • Restyles • Colouring • Perming • In-salon products • Retail sales <p>1.8.1 To include:</p> <ul style="list-style-type: none"> • Additional income • Client satisfaction • Client confidence • Salon image and reputation • Additional clientele <p>1.9.1 To include:</p> <ul style="list-style-type: none"> • Open and closed questioning • Use of visual aids • Eye contact <p>1.10.1 To include:</p> <ul style="list-style-type: none"> • Special characteristics • Client wellbeing • Possible improvements <p>1.11.1 To include:</p> <ul style="list-style-type: none"> • Eye contact • Facial expression • Body language <p>1.12.1 To include:</p> <ul style="list-style-type: none"> • Client confidence • Salon image • Visual aid to selling <p>1.13.1 To include:</p> <ul style="list-style-type: none"> • Client confidence • Personal confidence • Salon image and reputation
--	--	---

	1.14 Describe how to interpret buying signals	1.14.1 To include: <ul style="list-style-type: none"> • Client body language • Client facial expression • Client questions
	1.15 Outline the stages of the sale process	1.15.1 To include: <ul style="list-style-type: none"> • Establish a relationship with the client • Question the client • Interpret client mood and wishes • Match the product or service to what the client needs • Complete the transaction, service and products
	1.16 Explain the legislation that affects the selling of services and products	1.16.1 To include general compliance of the country therein: e.g. <ul style="list-style-type: none"> • Supply of Goods and Services • Consumer Protection • Trade Description
	1.17 Describe methods of payment for services and products	1.17.1 To include: <ul style="list-style-type: none"> • Cash • Credit/debit cards • Gift Vouchers