

SCHEME OF WORK APPLICATION FORM

For each ITEC qualification, the lecturer/centre must complete Scheme of Work for each unit indicating how the lecturer is planning to cover the ITEC syllabus throughout the course.

Set out the planned sessions in terms of *Learning Outcomes* to be achieved. These should match those stated within the ITEC syllabus for each unit. Include all units of each course offered. Hours should meet the minimum guided learning hours listed within the syllabus.

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

Lecturer(s) responsible:

Total contact tuition hours proposed: 28

Learning Outcomes	Lecture Content	Suggested Resources	Approx Hours
Introductory session	College rules and regulations College mission statement ITEC rules and regulations Health & Safety Timetable Dates – holidays etc. Syllabus Recommended books Uniform	Lecture Q&A Using all the documents listed to ensure the students understand the college expectations and their commitment to the course	
1. Be able to promote products and services to the client			
Establish the client's requirements	<ul style="list-style-type: none"> Open and closed questioning Use of visual aids Listening techniques 	OHP/Whiteboard Lecture Q&A Homework Tests	28
Introduce services and/or products to the client at the suitable time	<ul style="list-style-type: none"> During a service Use of products At point of sale 		
Give accurate and relevant information to the client	<ul style="list-style-type: none"> Length of service Benefits to client Legal responsibilities 		
Identify buying signals and interpret the client's intentions correctly	<ul style="list-style-type: none"> Body language Facial expressions 		
Secure agreement with the client	<ul style="list-style-type: none"> Timing Verbal agreement Client nodding their head Client asking for details about costs and appointment times 		

Close the sale	<ul style="list-style-type: none"> • Booking additional appointments • Include additional services in current service • Use additional products in current service • Selling retail products 		
Identify services and/or products to meet the requirements of the client	<ul style="list-style-type: none"> • Re-styles • Colouring • Perming • In-salon products • Retail sales 		
Describe the benefits to the salon of promoting services and products to the client	<ul style="list-style-type: none"> • Additional income • Client satisfaction • Client confidence • Salon image and reputation • Additional clientele 		
Describe the listening and questioning techniques used for promotion and selling	<ul style="list-style-type: none"> • Open and closed questioning • Use of visual aids • Eye contact 		
Explain the terms 'features' and 'benefits' as applied to services or products	<ul style="list-style-type: none"> • Special characteristics • Client well-being • Possible improvements 		
Describe the principles of effective face to face communication	<ul style="list-style-type: none"> • Eye contact • Facial expression • Body language 		
State the importance of effective personal presentation	<ul style="list-style-type: none"> • Client confidence • Salon image • Visual aid to selling 		
State the importance of good product and service knowledge	<ul style="list-style-type: none"> • Client confidence • Personal confidence • Salon image and reputation 		
Describe how to interpret buying signals	<ul style="list-style-type: none"> • Client body language • Client facial expression • Client questions 		
Outline the stages of the sale process	<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 		

<p>Explain the legislation that affects the selling of services and products</p> <p>Describe methods of payment for services and products</p>	<ul style="list-style-type: none"> • Supply of Goods and Services Act 1982 • The Consumer Protection Act 1987 • The Trade Description Act 1972 • Cash • Credit/debit cards • Gift Vouchers 		
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