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

Learning Outcome	Assessment Criteria
1. Be able to promote products and services to the client	1.1 Establish the client's requirements 1.2 Introduce services and/or products to the client at the suitable time 1.3 Give accurate and relevant information to the client 1.4 Identify buying signals and interpret the client's intentions correctly 1.5 Secure agreement with the client 1.6 Close the sale 1.7 Identify services and/or products to meet the requirements of the client 1.8 Describe the benefits to the salon of promoting services and products to the client 1.9 Describe the listening and questioning techniques used for promotion and selling 1.10 Explain the terms 'features' and 'benefits' as applied to services or products 1.11 Describe the principles of effective face to face communication 1.12 State the importance of effective personal presentation 1.13 State the importance of good product and service knowledge 1.14 Describe how to interpret buying signals 1.15 Outline the stages of the sale process 1.16 Explain the legislation that affects the selling of services and products 1.17 Describe methods of payment for services and products **A minimum of 3 practical performances**
Assessment method:	1 2 3 Practical performance: [ ] [ ] [ ] Assignment: MCQ: Date:............... Date:...............

Unit complete: [ ]   Date.................   Lecturer's/Assessor's name......................................   Signature ....

Quality assured by Name.......................................   Signature ....   Date sampled....................