

ITEC Level 4 Unit 863 – Sales Management in the Hair and Beauty Sector Recommended Minimum Guided Learning Hours – 47 Unit Accreditation Number: D/601/4467	
Learning outcome The Learner will: 1. Be able to evaluate how to improve the selling skills of employees in the hair and beauty sector	
Assessment Criteria	Taught Content
1.1 Review the ability to identify selling situations and opportunities 1.2 Review the selection and use of sales and communication techniques as appropriate during a sales interaction 1.3 Evaluate the use of different sales and communication techniques 1.4 Evaluate the use of negotiation skills 1.5 Evaluate the use of client care skill following a sale 1.6 Explain how to select the most appropriate sales techniques for the situation	1.1.1 To include: ▪ Definition of selling ▪ Principles and role of selling within the hair and beauty sector ▪ Situations and opportunities for selling in the hair and beauty sector ▪ Communication ▪ Listening ▪ Winning and closure 1.2.1 To include: ▪ Selling and communication techniques i.e. telemarketing, person to person, direct mail ▪ Importance of personal professional image 1.3.1 To include: ▪ Different methods of communication used in selling ▪ Selling techniques 1.4.1 To include: ▪ Communication ▪ Listening ▪ Appropriate use of language 1.5.1 To include: ▪ Rapport ▪ Trust ▪ Open questioning ▪ Benefit matching ▪ Closing the sale ▪ After sales support ▪ Referrals 1.6.1 To include: ▪ Telemarketing ▪ Person to person sales ▪ Direct mail ▪ Email ▪ The Internet

1.7	Explain the importance of having product/treatment knowledge when selling	1.7.1 To include: ▪ Market research ▪ The importance of knowledge of the target market ▪ Importance of specialist knowledge in relation to market, product and treatments ▪ Consumer confidence
1.8	Suggest techniques and strategies to improve sales skills and performance	1.8.1 To include: ▪ Roles and qualities of the salesperson ▪ Training methods used to improve selling skills ▪ Customer service ▪ Staff development ▪ Sales targets and methods of increasing revenue ▪ Communication skills
1.9	Analyse the importance of managing clients when selling	1.9.1 To include: ▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Winning and closure ▪ Client management and care during and following a sale
1.10	Explain how negotiation skills can affect a sales interaction	1.10.1 To include: ▪ The selling process ▪ Communication
1.11	Explain the importance of providing client care following a sale	1.11.1 To include: ▪ Referrals ▪ Additional retail opportunities ▪ Marketing support
1.12	Explain the ethical and legal requirements when selling	1.12.1 To include: ▪ Legal and ethical requirements ▪ Consumer Protection Act 1987 ▪ Trades Descriptions Act 1972 ▪ Supply of Goods and Services Act 1982 ▪ The Sale and Supply of Goods Act 1994 ▪ The Sale and Supply of Goods to Consumers Regulations 2002 ▪ The Unfair Contract Terms Act 1977 ▪ The Unfair Terms in Consumer Contracts Regulations 1999

Learning outcome The Learner will: 2. Be able to evaluate how to improve sales within businesses in the hair and beauty sector	
Assessment Criteria	Taught Content
2.1 Investigate consumer behaviour and the impact this has on selling 2.2. Conduct a competitor analysis 2.3 Produce a sales forecast 2.4 Produce sales targets based on the sales forecast 2.5 Evaluate training methods used to improve selling 2.6 Analyse the importance of knowing the target clients and their typical consumer behaviour 2.7 Investigate ways to create competitiveness within the business 2.8 Evaluate the use of sales forecasts	2.1.1 To include: ▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Client management and care during and following a sale 2.2.1 To include: ▪ The importance of competitor analysis ▪ Competitiveness 2.3.1 To include: ▪ The methods and importance of sales forecasting ▪ Outline of data required for sales forecasting ▪ Methods of sourcing and analysis of data ▪ Spreadsheets ▪ Databases ▪ Methods of presenting data for sales forecasting 2.4.1 To include: ▪ Sales target documentation 2.5.1 To include: ▪ Target setting ▪ Incentives ▪ Customer service 2.6.1 To include: ▪ Market research ▪ The importance of knowledge of the target market ▪ Consumer behaviour 2.7.1 To include: ▪ Promotions ▪ Staff incentives ▪ Client incentives 2.8.1 To include: ▪ Budgets ▪ Cash flow

2.9 Explain the importance of producing sales targets	2.9.1 To include: ▪ Forecasting ▪ Operational objectives ▪ Short and long-term goals ▪ Cash-flow ▪ Stock control ▪ Resources
2.10 Explain how training methods can be used to improve sales	2.10.1 To include: ▪ Continuous professional development ▪ Staff motivation ▪ Staff incentives
Unit 863 – Sales Management in the Hair and Beauty Sector Assignment All Learners will be assessed via an assignment for this unit. For details please see www.itecworld.co.uk	Unit 863 - Sales Management in the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk