



**AG863**

**ITEC Level 4 Diploma in Spa and Salon Management  
Unit 863 - Sales Management in the Hair and Beauty Sector  
Assignment Guidance Form**

Define the importance of sales management within the Hair and Beauty Sector

To include the following factors:

- Selling situations and opportunities in the spa, hair or beauty salon
- Sales techniques
- Communication techniques
- Negotiation skills
- Product knowledge
- Competitor analysis
- Client care/management during selling process
  - Knowledge of target market
  - Consumer behaviour
- Legislation
- Sales forecasting
- Sales targets and methods of increasing revenue

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Diagram
- Graph
- Other pictorial presentation