

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 863 – Sales Management in the Hair and Beauty Sector

Lecturer(s) responsible: 47

Total contact tuition hours proposed:

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 evaluate how to improve the selling skills of employees in the hair and beauty sector			23
Review the ability to identify selling situations and opportunities	▪ 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	OHP/Whiteboard Lecture Q&A Homework Test:	
Review the selection and use of sales and communication techniques as appropriate during a sales interaction	▪ Selling and communication techniques i.e. telemarketing, person to person, direct mail ▪ Importance of personal professional image		
Evaluate the use of different sales and communication techniques	▪ Different methods of communication used in selling ▪ Selling techniques		
Evaluate the use of negotiation skills	▪ Communication ▪ Listening ▪ Appropriate use of language		
Evaluate the use of client care skill following a sale	▪ Rapport ▪ Trust ▪ Open questioning ▪ Benefit matching ▪ Closing the sale ▪ After sales support ▪ Referrals		

Explain how to select the most appropriate sales techniques for the situation Explain the importance of having product/treatment knowledge when selling Suggest techniques and strategies to improve sales skills and performance Analyse the importance of managing clients when selling Explain how negotiation skills can affect a sales interaction Explain the importance of providing client care following a sale Explain the ethical and legal requirements when selling	▪ Telemarketing ▪ Person to person sales ▪ Direct mail ▪ E-mail ▪ The Internet ▪ Market research ▪ The importance of knowledge of the target market ▪ Importance of specialist knowledge in relation to market, product and treatments ▪ Consumer confidence ▪ 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 ▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Winning and closure ▪ Client management and care during and following a sale ▪ The selling process ▪ Communication ▪ Referrals ▪ Additional retail opportunities ▪ Marketing support ▪ 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		
2. Be able to evaluate how to improve sales within businesses in the hair and beauty sector			24
Investigate consumer behaviour and the impact this has on selling Conduct a competitor analysis Produce a sales forecast	▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Client management and care during and following a sale ▪ The importance of competitor analysis ▪ Competitiveness ▪ The methods and importance of sales forecasting ▪ Outline of data required for sales	OHP/Whiteboard Lecture Q&A Handout: Homework Test:	

Produce sales targets based on the sales forecast	forecasting ▪ Methods of sourcing and analysis of data ▪ Spreadsheets ▪ Databases ▪ Methods of presenting data for sales forecasting		
Evaluate training methods used to improve selling	▪ Sales target documentation		
Analyse the importance of knowing the target clients and their typical consumer behaviour	▪ Target setting ▪ Incentives ▪ Customer service		
Investigate ways to create competitiveness within the business	▪ Market research ▪ The importance of knowledge of the target market ▪ Consumer behaviour		
Evaluate the use of sales forecasts	▪ Promotions ▪ Staff incentives ▪ Client incentives		
Explain the importance of producing sales targets	▪ Budgets ▪ Cash flow		
Explain how training methods can be used to improve sales	▪ Forecasting ▪ Operational objectives ▪ Short and long-term goals ▪ Cash-flow ▪ Stock control ▪ Resources		
	▪ Continuous professional development ▪ Staff motivation ▪ Staff incentives		