

**ITEC Level 3**

**Unit 821 - Client Care and Communication in Beauty Related Industries**

**Recommended minimum guided learning hours – 28**

<p>Learning outcome</p> <p>Learners will be able to :</p> <p><b>Assessment Criteria</b></p> <p>1. Be able to communicate and behave in a professional manner when dealing with clients</p> <p>1.1 Behave in a professional manner within the workplace</p> <p>1.2 Use effective communication techniques when dealing with clients</p> <p>1.3 Adapt methods of communication to suit</p>	<p><b>Taught Content</b></p> <p>1.1.1 To include:</p> <ul style="list-style-type: none"><li>• Demonstrating respect to clients and colleagues</li><li>• Demonstrate good communication skills</li><li>• Provide good customer service</li><li>• Explaining the treatment/service/product to the clients</li><li>• Demonstrate correct client care and professionalism at all times</li><li>• Maintain professional appearance, personal hygiene and behaviour</li></ul> <p>1.2.1 To include:</p> <ul style="list-style-type: none"><li>• Good communication skills (asking open and/or closed questions where appropriate)</li><li>• Verbal and non-verbal communication</li><li>• Good listening skills</li><li>• Project professionalism, confidence and enthusiasm when providing information</li><li>• Demonstrate positive body language and maintenance of eye contact</li><li>• Show respect, being aware of interpersonal space</li></ul>
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<p>different situations and client needs</p> <p>1.4 Use effective consultation techniques to identify treatment objectives</p> <p>1.5 Provide clear recommendations to the client</p> <p>1.6 Assess the advantages and disadvantages of different types of communication used with</p>	<p>1.3.1 To include giving further examples:</p> <ul style="list-style-type: none"> <li>• Verbal communication when dealing with clients face to face, or on the telephone</li> <li>• Provision of and/or gathering information for consultation and retail opportunity purposes</li> <li>• Non verbal methods to give encouragement and/or convey empathy</li> <li>• Use of body language to project professional persona or 'open' body language to appear less intimidating</li> <li>• Use of Braille home care advice leaflets for blind clients</li> <li>• Use of sign language for deaf clients</li> <li>• Use of written information for mail shots, or for promotions and advisory purposes</li> <li>• Use of telephone to book and/or confirm appointments</li> <li>• Use of text message service to confirm appointments</li> <li>• E-mail to contact customers</li> <li>• Use of websites and ICT to advertise services and treatments</li> </ul> <p>1.4.1 To include:</p> <p><i>An example of a consultation form can be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></i></p> <p>Learners should demonstrate knowledge of the importance of the following:</p> <ul style="list-style-type: none"> <li>• Consulting in a private, comfortable area</li> <li>• Positive body language</li> <li>• Positioning of the client (no barriers between themselves and client)</li> <li>• Good communication skills (asking open and/or closed questions where appropriate)</li> <li>• Verbal and non-verbal communication</li> <li>• Trust</li> <li>• Professionalism, confidence and enthusiasm</li> <li>• Client lifestyle</li> <li>• Client profile</li> <li>• Contraindications and contra-actions</li> <li>• Outline the benefits of the treatment</li> <li>• Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs</li> <li>• Agreement to the course of action and treatment methods advised</li> <li>• Selection and documentation of treatment products</li> <li>• Informed consent</li> <li>• Explain as to how the programme will be evaluated and the review process</li> <li>• Confidentiality</li> <li>• Agree treatment objectives and recommended treatment plan</li> <li>• Obtain the client's signature</li> </ul> <p>1.5.1 To include:</p> <ul style="list-style-type: none"> <li>• Based upon consultation, specific treatment analysis and relevant tests, recommendations for ongoing or further treatments, home and aftercare advice retail products and client's preferences</li> </ul> <p>1.6.1 To include:</p> <ul style="list-style-type: none"> <li>• Positive and negative aspects</li> <li>• Indirect verbal (via 3<sup>rd</sup> person)</li> <li>• Verbal</li> <li>• Non verbal</li> <li>• Braille</li> </ul>
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<p>clients</p> <p>1.7 Describe how to adapt methods of communication to suit the client and their needs</p> <p>1.8 Explain what is meant by the term 'professionalism' within beauty related industries</p> <p>1.9 Explain the importance of respecting a client's 'personal space'</p> <p>1.10 Describe how to use suitable consultation techniques to identify treatment objectives</p> <p>1.11 Explain the importance of providing clear recommendations</p>	<p>Sign language • Text message service • Body language • Written • Telephone • E-mail</p> <p>1.7.1 To include:</p> <ul style="list-style-type: none"> <li>• Verbal • Non verbal • Braille • Sign language • Body language • Written • Text messaging service • Telephone • E-mail</li> </ul> <p>1.8.1 To include:</p> <ul style="list-style-type: none"> <li>• Consultation process and checking for contraindications • Treatment /service explanation</li> <li>• Compliance with any particular rights, restrictions and acts applicable to the respective service or treatment • Code of practice/ethics • Insurance and professional association membership</li> <li>• Maintaining client care • Protecting client modesty • Duty of care • Personal appearance and hygiene • Trust • Confidentiality • Never diagnosing • Following referral procedures • Integrity</li> </ul> <p>1.9.1 To include:</p> <ul style="list-style-type: none"> <li>• Client comfort and the various aspects which may affect this i.e., • Ethnicity • Age • Gender</li> <li>• Religious beliefs • Nationality • Sexual orientation • Education • Physical appearance</li> <li>• Etiquette • Social class • Economic status</li> </ul> <p>1.10.1 To include:</p> <ul style="list-style-type: none"> <li>• Positive body language • Positioning of the client (no barriers between themselves and client)</li> <li>• Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Good listening skills</li> </ul> <p>1.11.1 To include:</p> <ul style="list-style-type: none"> <li>• Tailoring advice to client's personal needs based upon consultation, specific treatment analysis and relevant tests • Potential for continued and ongoing treatments • Correct home and aftercare advice given • Appropriate use of retail products in line with client's preferences</li> <li>• Checking for contraindications • Scope of treatment(s) /service(s) • Demonstrating professionalism • Provision of good customer service</li> </ul>
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<p>2 Be able to manage client expectations</p> <p>2.1 Maintain client confidentiality in line with legislation</p> <p>2.2 Use retail sales techniques to meet client requirements</p> <p>2.3 Evaluate client feedback</p> <p>2.4 Evaluate measures used to maintain client confidentiality</p>	<p>2.1.1 To include the implications of:</p> <ul style="list-style-type: none"> <li>• Data protection Act • Maintaining and storing accurate records and client information</li> <li>• Compliance with current legislation and codes of conduct for written and computer held details</li> <li>• The role of the Information Commissioner's Office • Only gathering necessary and relevant information – job specific • Storing written and computer held information • Clients having access to written and computer held details • Not transferring information without adequate protection and/or need</li> </ul> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>• Good customer relations • Needs based selling • Good listening skills • Promotion of additional products and services • Asking appropriate questions • Identifying opportunities and customising service and/or products to meet client expectations • Product unique selling point</li> <li>• Good body language and eye contact • Provide information demonstrating knowledge of products/services • Explain the benefits and how it should be used • Link selling • Secure client agreement • Close the sale • Incorporate the use of samples • Recap main points of discussion</li> <li>• Record the sale</li> </ul> <p>2.3.1 To include:</p> <ul style="list-style-type: none"> <li>• Recording and reviewing feedback • Take note of any recommendations • Store in line with current legislation and professional codes of conduct • Good working practise • Ensuring that client's needs and requirements are met • Verbal feedback • Written feedback/client questionnaire • Thanking clients for their responses • Dealing with any complaints • Passing on feedback to all parties concerned</li> </ul> <p>2.4.1 To include the importance of:</p> <ul style="list-style-type: none"> <li>• Keeping up to date with current legislation and changes to the Data Protection Act</li> <li>• Completing regular reviews of organisational procedures • Conducting regular staff meetings for provision of information and industry related legislative updates • Having a rigorous client confidentiality policy with regular reviews • Security of information • The role of the Information Commissioner's Office</li> </ul>
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<p>2.5 Explain the importance of adapting retail sales techniques to meet client requirements</p>	<p>2.5.1 To include:</p> <ul style="list-style-type: none"> <li>• The use of 'loss leaders' to maintain client interest</li> <li>• Recognising client trends, fashion, needs and expectations</li> <li>• Keeping up to date with changes in the market eg. male market</li> <li>• Implementation and maintenance of good stock control, checks and rotation of products</li> <li>• The use of loyalty cards and discounts for regular and valued clients</li> <li>• Rotating promotions for variety of goods and services</li> <li>• Providing excellent customer service</li> <li>• Checking and maintaining client satisfaction</li> <li>• Use of display tester stands (changed regularly)</li> <li>• Trial size products to meet with client approval</li> <li>• Integrity</li> </ul>
<p>2.6 Identify methods of improving own working practices</p>	<p>2.6.1 To include:</p> <ul style="list-style-type: none"> <li>• Analysing and evaluating performance</li> <li>• Reflective practice and self assessment</li> <li>• Evaluation of strengths and weaknesses</li> <li>• Implementing a staff and/or personal development plan</li> <li>• Carrying out developmental activities and Continual Professional Development</li> <li>• Regular reviews of performance and provision of updates</li> <li>• Analysing and evaluating feedback</li> <li>• Being flexible and adapting to change</li> <li>• Networking and sharing ideas</li> <li>• Monitoring and critically comparing changes made</li> <li>• Using specialist consultants and/or business analysts to review practices</li> <li>• Set personal and corporate targets that are specific, measurable, agreed, realistic and timed (SMART)</li> </ul>
<p>2.7 Describe how to resolve client complaints</p>	<p>2.7.1 To include:</p> <ul style="list-style-type: none"> <li>• Comply with and follow the establishment complaints policies and procedures</li> <li>• Establish who is qualified to deal with the complaint, identify and notify the person in charge</li> <li>• Advise the client of procedures</li> <li>• Escort the client to a private, comfortable area</li> <li>• Allow the client to fully explain their problem without interruption</li> <li>• Listen carefully and clarify any unclear points to ensure that the problem is fully understood</li> <li>• Show empathy regardless of blame and do not argue</li> <li>• Acknowledge problem areas</li> <li>• Try to resolve the situation and find a mutually agreeable solution</li> <li>• Make any explanations confidently, but calmly</li> <li>• Maintain eye contact</li> <li>• Apologise for any inconvenience caused by the incident</li> <li>• Record details of the complaint and action taken</li> <li>• Demonstrate good customer care</li> <li>• Maintain accurate records in compliance with Data Protection Act and current legislation</li> </ul>

<p>Assignment Unit 821 - Client Care and Communication in the Beauty Related Industries</p> <p>Unit 821 - Client Care and Communication in the Beauty Related Industries Assignment Guidance form AG821 may be down loaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>	<p>Unit 821 - Client Care and Communication in the Beauty Related Industries assignment must be evidence using assignment assessment form AA 821 see <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>
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