



**AG821**

**ITEC Level 3**  
**Assignment Guidance Form**  
**Unit 821 - Client Care and Communication in Beauty Related Industries**

Explain the factors that influence client care and communication in beauty related industries

To include:

- How to adapt methods of communication to suit the client and their needs
- What is meant by the term 'professionalism'
- The importance of respecting a client's 'personal space'
- The importance of providing clear recommendations to the client
- The importance of adapting retail sales techniques to meet the client requirements
- Methods of improving working practices
- How to resolve client complaints

Your information may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Spider diagram
- Graph
- Other pictorial presentation