

Unit 821 – Client Care and Communication in the Beauty Related Industries

Unit Accreditation Number: T/601/4457

Learning Outcome	Assessment Criteria
1. Be able to communicate and behave in a professional manner when dealing with clients	1.1 Behave in a professional manner within the workplace 1.2 Use effective communication techniques when dealing with clients 1.3 Adapt methods of communication to suit different situations and client needs 1.4 Use effective consultation techniques to identify treatment objectives 1.5 Provide clear recommendations to the client 1.6 Assess the advantages and disadvantages of different types of communication used with clients 1.7 Describe how to adapt methods of communication to suit the client and their needs 1.8 Explain what is meant by the term 'professionalism' within Beauty Related Industries 1.9 Explain the importance of respecting a client's 'personal space' 1.10 Describe how to use suitable consultation techniques to identify treatment objectives 1.11 Explain the importance of providing clear recommendations to the client
2. Be able to manage client expectations	2.1 Maintain client confidentiality in line with legislation 2.2 Use retail sales techniques to meet client requirements 2.3 Evaluate client feedback 2.4 Evaluate measures used to maintain client confidentiality 2.5 Explain the importance of adapting retail sales techniques to meet client requirements 2.6 Identify methods of improving own working practices 2.7 Describe how to resolve client complaints
Assessment method:	Assignment: <input type="checkbox"/> Date:.....

Unit complete:

Lecturer/Assessors: Name.....Signature Date.....

Quality Assured by: Name..... Signature Date sampled.....