

## 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 | <ul style="list-style-type: none"><li>1.1 Behave in a professional manner within the workplace</li><li>1.2 Use effective communication techniques when dealing with clients</li><li>1.3 Adapt methods of communication to suit different situations and client needs</li><li>1.4 Use effective consultation techniques to identify treatment objectives</li><li>1.5 Provide clear recommendations to the client</li><li>1.6 Assess the advantages and disadvantages of different types of communication used with clients</li><li>1.7 Describe how to adapt methods of communication to suit the client and their needs</li><li>1.8 Explain what is meant by the term 'professionalism' within Beauty Related Industries</li><li>1.9 Explain the importance of respecting a client's 'personal space'</li><li>1.10 Describe how to use suitable consultation techniques to identify treatment objectives</li><li>1.11 Explain the importance of providing clear recommendations to the client</li></ul> |
| 2. Be able to manage client expectations  | <ul style="list-style-type: none"><li>2.1 Maintain client confidentiality in line with legislation</li><li>2.2 Use retail sales techniques to meet client requirements</li><li>2.3 Evaluate client feedback</li><li>2.4 Evaluate measures used to maintain client confidentiality</li><li>2.5 Explain the importance of adapting retail sales techniques to meet client requirements</li><li>2.6 Identify methods of improving own working practices</li><li>2.7 Describe how to resolve client complaints</li></ul>  |
| Assessment method:  | Assignment: <input type="checkbox"/><br><br>Date:.....  |

Unit complete:

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

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