

Unit 509 Promote Additional Salon Services or Products to Clients

Guided Learning Hours 60

Learning Outcome	Assessment Criteria
1. Identify additional services or products that are available	1.1 Update and develop their knowledge of their organisation's services or products 1.2 Check with others when they are unsure of a new service or product detail 1.3 Identify appropriate services or products that may interest their customer 1.4 Spot opportunities for offering their customer additional services or products that will improve their customer experience
2. Inform customers about additional services or products	2.1 Choose the most appropriate time to inform their customer about additional services or products 2.2 Choose the most appropriate method of communication to introduce their customer to additional services or products 2.3 Give their customer accurate and sufficient information to enable them to make a decision about the additional services or products 2.4 Give their customer time to ask questions about the additional services or products
3. Gain customer commitment to using additional services or products	3.1 Close their discussion appropriately if their customer shows no interest 3.2 Give relevant information to move the situation forward when their customer shows interest 3.3 Secure customer agreement and check customer understanding of the delivery of the service or product 3.4 Take action to ensure prompt delivery of the additional services or products to their customer 3.5 Refer their customer to others or to alternative sources of information if the additional services or products are not their responsibility
4. Know and understand how to promote additional services or products to customers	4.1 Show that they know and understand their organisation's procedures and systems for encouraging the use of additional services or products 4.2 Show that they know and understand how the use of additional services or products will benefit their customers 4.3 Show that they know and understand how their customers use of additional services or products will benefit their organisation 4.4 Show that they know and understand the main factors that influence customers to use their services or products 4.5 Show that they know and understand how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products 4.6 Show that they know and understand how to give appropriate, balanced information to customers about services or products