



## **ITEC Level 3 NVQ Diploma in Hairdressing 601/5798/7**

### **Assessment Guidance Document**

#### **Introduction**

This document sets out the technical specification relating to the ITEC Level 3 NVQ Diploma in Hairdressing

The following sections include:

- Assessor requirements
- Internal Verifier (IQA) requirements
- Qualification structures and rules of combination
- Industry specific requirements
- Practical assessment evidence requirements

The principles in this document are in addition to criteria that Awarding Organisations must meet for the delivery of qualifications as required by the Regulators, for example Ofqual's General Conditions of Recognition

#### **Assessor Requirements**

The Assessor must:

- be “occupationally competent”. Assessors must provide current evidence of competence, knowledge and understanding in the areas they are assessing
- have an in-depth technical knowledge of the qualification, units and standards of competencies required. They must be able to interpret current working practices, technologies and products within the area of work and be committed to upholding the integrity of the qualification
- have access to, and be engaging with, Continuous Professional Development (CPD) activities in order to keep up-to-date with developments and any issues relevant to the qualification and/or its units. CPD is required per annum and must be demonstrated through a personal development plan (PDP) or as a reflective diary
- hold, or be working towards; a valid Assessor qualification based on LSIS, formerly LLUK

Learning and Development National Occupational Standards (2010):

- Learning and Development Unit 9D - Assess workplace competence using direct methods; or
- Learning and Development Unit 9DI – Assess workplace competences using direct and indirect methods; or
- Level 3 Certificate in Assessing Vocational Achievement or
- Level 3 Award in Assessing Competence in the Work Environment  
or hold one of the following:
- A1 Assess Candidates using a range of methods\*; or
- D32/33 Assess Candidate performance, using differing sources of evidence\*

\*Holders of A1 and D32/33 qualifications must work to the reviewed National Occupational Standards for Learning and Development

### **Unqualified Assessors**

Awarding Organisations may approve individuals to assess qualifications who have not yet achieved their Assessor qualification. However, these individuals must be working towards and achieve this qualification and have an appropriate development plan. Should an unqualified Assessor be used, they must be fully supported and have their assessment decisions countersigned by a qualified Assessor to ensure the Learner has achieved the required standard

### **Witness Requirements**

A Witness testimony, a statement made by someone present while the learner was performing an activity on-the-job, may be used to support the assessment process and where permitted by the awarding organisation. Witness testimony should only be used as an additional method of assessment when all observations have been carried out by an Assessor.

Where Witnesses are used:

1. evidence must be available that demonstrates the individual has the necessary expertise in the area for which they are providing the testimony
2. any relationship they have with a learner must be declared to the Assessor to determine the value of the testimony provided
3. they must be fully briefed and clear about the purpose of their testimony, it will only be regarded as supporting/supplementary evidence and the final decision regarding the learner's ability to meet the evidence requirements will be the responsibility of the Assessor.

### **Internal Verifier/Internal Quality Assurer (IQA) Requirements**

The Internal Verifier (IQA) must:

- have sufficient occupational experience across the range of units and qualifications for which they are responsible prior to commencing their role. This must be of sufficient depth to be effective and reliable when quality assuring judgements about Assessors' assessment processes and decisions
- must have an in-depth knowledge of the qualification, units and standards of competencies required. They must be committed to upholding the integrity of the qualification
- have access to, and be engaging with, Continuous Professional Development (CPD) activities in order to keep up-to-date with developments and any issues relevant to the qualification and/or its units. CPD is required per annum and must be demonstrated through a personal development plan (PDP) or as a reflective diary
- hold a valid Assessor qualification as specified under the Assessor requirements and hold or be working towards an internal quality assurance qualification based on LSIS, formerly LLUK, Learning and Development National Occupational Standards (2010):

Internal quality assurance qualifications:

- Learning and Development Unit 11 – Internal Quality Assurance; or
- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice or
- V1 Conduct Internal Quality Assurance of the Assessment Process\*; or
- D34 Internally Verify the Assessment Process\*.

\*Holders of V1 and D34 qualifications must work to the reviewed National Occupational Standards for Learning and Development

### **Unqualified Internal Quality Assurers**

Awarding Organisations may approve individuals to quality assure qualifications who have not yet achieved their internal quality assurance qualification. However, these individuals must be working towards and achieve this qualification and have an appropriate development plan. Should an unqualified Internal Quality Assurer be used, they must be fully supported and have their quality assurance decisions countersigned by a qualified Internal Quality Assurer to ensure the quality and consistency of assessment decisions

### **Continuous Professional Development (CPD) requirements**

Assessors, Internal Quality Assurers and External Quality Assurers should have access to, and be engaging with, continuous professional development activities in order to keep up to date with developments and any issues relevant to the qualification and/or its units. These may include those offered by the Awarding Organisation or other recognised and relevant providers in the sector.

For Assessors, Internal Quality Assurers and External Quality Assurers a minimum of 30 hours CPD is required per annum (1st September – 31st August) which must be demonstrated through a personal development plan (PDP) or as a reflective diary. Responsibility for CPD is the individuals, not the organisation they work for.

### Qualification Structure: ITEC Level 3 NVQ Diploma in Hairdressing

The Learner must complete 4 mandatory units to achieve 43 credits, plus a minimum of 25 credits from the optional unit group to achieve a total of 68 credits

Unit reference number	ITEC Unit Number	Mandatory Units	Credit Value	Guided Learning Hours (GLH)
K/506/9378	693 (CH8)	Creatively Style and Dress Hair	7	60
H/506/9783	694 (CH9)	Creatively Cut Hair Using a Combination of Techniques	14	121
K/506/9364	695 (CH10)	Creatively Colour and Lighten Hair	14	121
A/506/9367	699 (CHB14)	Provide Client Consultation Services	8	68
<b>Optional Units</b>				
Y/506/9361	688 (AH7)	Provide a Variety of Relaxing Services	9	82
M/506/9365	696 (CH11)	Hair Colour Correction Services	15	137
M/506/9379	697 (CH12)	Provide Creative Hair Extension Services	8	72
T/506/9366	698 (CH13)	Create a Variety of Permed Effects	10	88
H/506/9380	700 (CHB15)	Develop and Enhance Your Creative Hairdressing Skills	9	63
Y/506/9585	701 (CHB16)	Provide Specialist Hair and Scalp Treatments	12	97
D/506/9586	702 (CHB17)	Contribute to the Planning, Implementation and evaluation of Promotional Activities	10	61
H/506/9587	703 (CHB18)	Contribute to the Financial Effectiveness of the Business	7	55
R/506/9584	687 (CHB13)	Fulfil Salon Reception Duties	6	47
J/506/9775	671 (CB2)	Cut Men's Hair Using Basic	12	111

		Techniques		
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### Practical Assessment Evidence Requirements

ITEC Unit Ref	NOS Ref	Unit Title:
693	SKACH8	Creatively Style and Dress Hair
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for styling and dressing hair to achieve a variety of creative looks</li> <li>Your Assessor will observe your performance on <b>6 occasions which must be carried out on different clients</b> <ul style="list-style-type: none"> <li>3 observations must include hair up techniques</li> <li>1 observation must include the appropriate use of accessory(ies) or added hair</li> </ul> </li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>used <b>both</b> the creative styling and dressing techniques</li> <li>taken account of all the factors</li> <li>given <b>all</b> advice and recommendations</li> </ul> </li> <li>You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</li> </ol>		
ITEC Unit Ref	NOS Ref	Unit Title:
694	SKACH9	Creatively Cut Hair Using a Combination of Techniques
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for creatively cutting hair using a combination of techniques</li> <li>Your Assessor will observe your performance on <b>at least 6 occasions</b>. Each observation must be of <b>a different creative cut on different clients</b></li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>used <b>all</b> tools and equipment</li> <li>covered <b>both</b> wet and dry hair</li> <li>used <b>8 out of the 10</b> cutting techniques and effects taking into account all the factors</li> <li>used <b>both</b> creative finishing techniques</li> <li>given <b>all</b> advice and recommendations</li> </ul> </li> <li>You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</li> </ol>		
ITEC Unit Ref	NOS Ref	Unit Title:
695	SKACH10	Creatively Colour and Lighten Hair
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for creatively colouring and lightening hair</li> <li>Your Assessor will observe these aspects of your performance on <b>at least 6 occasions, each of which must be on different clients</b></li> <li>From the range, you must show that you have:</li> </ol>		

<ul style="list-style-type: none"> <li>- used <b>all</b> the types of products</li> <li>- carried out <b>all</b> tests</li> <li>- considered <b>all</b> the factors</li> <li>- used <b>all</b> the colouring and lightening effects</li> <li>- used <b>2 of the 3</b> lightener application techniques</li> <li>- used <b>2 of the 3</b> colour correction products</li> <li>- used <b>2 of the 3</b> colour correction techniques</li> <li>- given <b>all</b> advice and recommendations</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</p>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
699	SKACHB14	Provide Client Consultation Services
<p>1. Simulation is not allowed for any performance evidence within this unit</p> <p>2. You will need to demonstrate in your everyday work that you have met the standard for developing client consultancy skills</p> <p>3. Your Assessor will observe these aspects of your performance as part of all technical observations and will be recorded on at <b>least 5 occasions</b>. These recorded observations must cover different technical units</p> <p>4. From the range statement, you must show you:</p> <ul style="list-style-type: none"> <li>- have consulted with new and regular clients</li> <li>- have used <b>all</b> the means of identifying clients' wishes</li> <li>- have adapted your advice to take into account the factors limiting or affecting services</li> <li>- have identified or can describe the problems</li> <li>- have taken into account all hair characteristics</li> <li>- used 3 of the 4 classifications</li> <li>- given all the advice and recommendations</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</p>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
688	SKAAH7	Provide a Variety of Relaxing Services
<p>1. Simulation is not allowed for any performance evidence within this unit</p> <p>2. You must practically demonstrate in your everyday work that you have met the standard for providing a variety of relaxing services</p> <p>3. Your Assessor will observe your performance on <b>at least 4 occasions</b></p> <p>4. From the range, you must show that you have:</p> <ul style="list-style-type: none"> <li>- used <b>all</b> types of products listed</li> <li>- carried out <b>all</b> the tests listed</li> <li>- provided <b>all</b> relaxing services listed</li> <li>- covered <b>all</b> the analysis areas listed</li> <li>- used <b>2 out of the 4</b> tools listed</li> <li>- considered <b>all</b> the factors listed</li> <li>- given <b>all</b> advice and recommendations</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</p>		

ITEC Unit Ref	NOS Ref	Unit Title:
696	SKACH11	Hair Colour Correction Services
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for hair colour correction services</li> <li>Your Assessor will observe these aspects of your performance on <b>at least 4 occasions on different clients</b></li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>carried out <b>4 out of the 5</b> types of colour correction</li> <li>used <b>4 out of the 5</b> types of products</li> <li>carried out <b>all</b> tests</li> <li>considered <b>all</b> the factors</li> <li>given <b>all</b> advice and recommendations</li> </ul> </li> <li>You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</li> </ol>		
ITEC Unit Ref	NOS Ref	Unit Title:
697	SKACH12	Provide Creative Hair Extension Services
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for providing creative hair extension services</li> <li>Your Assessor will observe your performance on <b>3 occasions, each on different clients</b></li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>used <b>2 out of the 3</b> cutting tools</li> <li>taken account of <b>all</b> the factors</li> <li>used <b>both</b> the attachment systems</li> <li>used <b>both</b> types of hair extensions</li> <li>carried out <b>both</b> full head and partial head extensions</li> <li>used <b>3 out of the 5</b> cutting techniques</li> <li>used <b>3 out of the 4</b> creative finishing techniques</li> <li>given <b>all</b> advice and recommendations</li> </ul> </li> <li>You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</li> </ol>		
ITEC Unit Ref	NOS Ref	Unit Title:
698	SKACH13	Create a Variety of Permed Effects
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for creating a variety of permed effects</li> <li>Your Assessor will observe these aspects of your performance on <b>at least 2 occasions, which must include:</b> <ul style="list-style-type: none"> <li><b>2 different sectioning and winding techniques, 1 of which must be carried out on sensitised hair</b></li> </ul> </li> <li>From the range, you must show that you have:</li> </ol>		

<ul style="list-style-type: none"> <li>- used <b>all</b> the products</li> <li>- carried out <b>all</b> the tests in the range</li> <li>- considered <b>all</b> the factors</li> <li>- used <b>2 out of the 6</b> sectioning and winding techniques</li> <li>- permed <b>1 of the types</b> of sensitised hair</li> <li>- achieved <b>3 out of the 4</b> permed effects</li> <li>- given <b>all</b> the aftercare advice</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</p>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
700	SKACHB15	Develop and Enhance Your Creative Hairdressing Skills
<p>1. Simulation is not allowed for any performance evidence within this unit</p> <p>2. You must practically demonstrate in your everyday work that you have met the standard for developing and enhancing your creative skills</p> <p>3. You must produce evidence of creating and evaluating <b>3 different hair designs</b>. Your Assessor will observe your performance on <b>at least 1 occasion</b></p> <p>4. From the range, you must show that you have:</p> <ul style="list-style-type: none"> <li>- covered at least <b>1 of the types of activities</b></li> <li>- covered <b>both</b> types of image</li> <li>- involved at least <b>2 of the 6</b> relevant people</li> <li>- used at least <b>4 out of the 11</b> techniques</li> <li>- used at least <b>2 of the 3</b> types of additional media</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</p>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
701	SKACHB16	Provide Specialist Hair and Scalp Treatments
<p>1. Simulation is not allowed for any performance evidence within this unit</p> <p>2. You must practically demonstrate in your everyday work that you have met the standard for providing hair and scalp treatments</p> <p>3. Your Assessor will observe your performance <b>on at least 4 occasions on different clients, one of which must be treating a scaling scalp and another for diffuse hair loss</b></p> <p>4. From the range, you must show that you have:</p> <ul style="list-style-type: none"> <li>- used <b>5 of the 6</b> treatment products</li> <li>- used <b>3 out of 4</b> types of tools and equipment</li> <li>- considered <b>all</b> the factors</li> <li>- covered <b>7 of the 9</b> hair and scalp conditions</li> <li>- used <b>all</b> the massage techniques</li> <li>- covered <b>all</b> the treatment objectives</li> <li>- given <b>all</b> advice and recommendations</li> </ul> <p>5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range.</p>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
702	SKACHB17	Contribute to the Planning and Implementation of Promotional Activities



<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for contributing to the planning and implementation of promotional activities</li> <li>You will need to collect documentary evidence to show you have met all the requirements of the standard</li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>undertaken <b>all</b> the types of promotional activities</li> <li>developed <b>both</b> types of objectives</li> </ul> </li> </ol>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
703	SKACHB18	Contribute to the Financial Effectiveness of the Business
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for contributing to the financial effectiveness of the business</li> <li>You will need to collect documentary evidence to show you have met all the requirements of the standard. It is unlikely that you will be able to collect sufficient documentary evidence in less than 3 months</li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>monitored and effectively used <b>all</b> the resources listed</li> <li><b>set and achieved</b> your productivity targets for technical services and retail sales</li> </ul> </li> </ol>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
671	SKACB2	Cut Hair Using Basic Barbering Techniques
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your everyday work that you have met the standard for cutting hair using barbering techniques</li> <li>Your Assessor will observe your performance on <b>at least 6 occasions</b></li> <li>From the range, you must show that you have: <ul style="list-style-type: none"> <li>used <b>all</b> the tools and equipment</li> <li>cut both wet and dry hair</li> <li>taken into account all the factors</li> <li>cut 6 of the 10 looks</li> <li>used <b>all</b> the techniques</li> <li>created <b>all</b> the neckline shapes</li> <li>achieved <b>all</b> the outline shapes</li> <li>given <b>all</b> the advice and recommendations</li> </ul> </li> <li>You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range</li> </ol>		
<b>ITEC Unit Ref</b>	<b>NOS Ref</b>	<b>Unit Title:</b>
687	SKACHB13	Fulfil Salon Reception Duties
<ol style="list-style-type: none"> <li>Simulation is not allowed for any performance evidence within this unit</li> <li>You must practically demonstrate in your work situation that you have met the standards for fulfilling salon reception duties</li> </ol>		

3. Your Assessor will observe these aspects of your performance on **at least 1 occasion**
4. From the range statement, you must show that you have:
  - handled **1 of the 2** types of people
  - handled **2 of the 3** types of enquiries
  - handled **both** types of appointments
  - handled **both** the methods of payment
5. You must prove to your Assessor that you have the necessary skills to be able to perform competently in respect of all the items in this range

### **Mandatory External Assessment Questions**

Theory knowledge requirements can be found in the Rationale and individual unit Test Specifications.

### **Glossary of Assessment Range terms**

#### **All Units**

Hair classification (this is a guideline only)

#### **Type 1 – Straight Hair**

Fine/Thin – hair tends to be very soft, shiny and oily, and it can be difficult to hold a curl

Medium – hair has lots of volume and body

Coarse – hair is normally extremely straight and difficult to curl

#### **Type 2 – Wavy Hair**

Fine/Thin – hair has a definite “S” pattern. Normally can accomplish various styles

Medium – hair tends to be frizzy and a little resistant to styling

Coarse – hair is also resistant to styling and normally very frizzy; tends to have thicker waves

#### **Type 3 – Curly Hair**

Loose curls – hair tends to have a combination texture. It can be thick and full with lots of body, with a definite “S” pattern. It also tends to be frizzy

Tight curls – also tends to have a combination texture, with a medium amount of curl.

#### **Type 4 – Very Curly Hair**

Soft – hair tends to be very fragile, tightly coiled and has a more defined curly pattern

Wiry – also very fragile and tightly coiled; however with a less defined curly pattern – has more of a “Z” pattern shape

Hair characteristics includes the following:

- hair density
- hair texture
- hair elasticity
- hair porosity
- hair condition
- hair growth patterns

### **Unit 699 Provide Client Consultation Services – SKACHB14**

#### **Special Advice Prior to Visit**

- special clothing requirements
- tests required
- treatments and services to avoid

### **Unit 688 Provide a Variety of Relaxing Services – SKAAH7**

#### **Contraindications**

Conditions that indicate a service should not be carried out

#### **Normalising Products**

These are post-relaxing treatments and shampoos. They are sometimes also known as “stabilisers” or “neutralising” products for the relaxing process

#### **Texturising (using chemicals)**

A method of relaxing African type hair which reduces the natural curl pattern, to leave the hair softer and more manageable. This process is carried out on hair up to 5 cm (2 inches) in length

### **Unit 697 Provide Creative Hair Extension Services – SKACH12**

#### **Tests**

- pull
- elasticity
- skin
- porosity

Short term attachment systems - hair attachment systems which last anything between 24 hours and six weeks

- sewn
- plaited
- rings
- tapes
- clip-in hairpieces and additions
- taped weft
- cold bonding (latex)
- wefted hair – tracks/rows
- plaited cornrows

Long term hair extensions (hair extensions which last six weeks plus)

- hot bonded or fusion
- micro ring or loop
- cornrow based wefts
- cornrow plaits

#### **Cutting Techniques**

Tapering hair extensions adds texture and lightness to long, straight hair to blend and soften the overall finish

**Pull Test**

The pull test helps evaluate excessive and/or abnormal hair loss; gently pulling small sections of hair whilst sliding the fingers from root to point on at least 3 areas of the scalp. If more than 12 hairs per hand are shed, it may be an indication of an abnormal hair growth condition

**Traction Alopecia**

The loss of hair because of excessive and/or continuous tension on the hair, such as, regular wearing of extensions and plaiting

**Unit 698 Create a Variety of Permed Effects – SKACH13****Pre-perm Treatment**

A product which is applied to the hair prior to a chemical service to even out porosity along the hair shaft

**Strand Test**

This test is used in the rearranging process to establish the effect of the product on the hair and its condition ie, the degree of straightness has been achieved before winding

**Sensitised Hair**

Hair which has a fragile internal structure naturally or caused by mechanical, chemical and/or environmental factors

**Unit 700 Develop and Enhance Your Creative Hairdressing Skills - SKACHB15****Relevant Person**

An individual deemed responsible for supervising you during a given task or service or the person to whom you normally report such as your Line Manager. In this particular Standard, it may also refer to an individual deemed responsible by the salon for specific areas and services

**Resources**

Anything used to aid the delivery and completion of the service such as towels, gowns, equipment, consumable items

**Unit 701 Provide Specialist Hair & Scalp Treatments – SKACHB16****Effleurage**

A gentle stroking movement

**Petrissage**

Slow, firm, kneading movement

**Vibration**

A fine, gentle trembling movement of the tissues which is performed by your hand or fingers

**Values**

The following Key Values underpin the delivery of services in the hair and barbering sector:

- a willingness to learn

- the completion of services in a commercially viable time
- meeting both organisational and industry standards of appearance
- ensuring personal hygiene and protection meets accepted industry and organisational requirements
- a flexible working attitude
- a team worker
- maintaining customer care
- a positive attitude
- personal and professional ethics
- the ability to self-manage
- creativity skills
- excellent verbal and non-verbal communication skills
- the maintenance of effective, hygienic and safe working methods
- adherence to workplace, suppliers or manufacturers' instructions for the safe use of equipment, materials and product

## Behaviours

The following behaviours underpin the delivery of services in the hair and barbering sector. These behaviours ensure that clients receive a positive impression of both the salon and the individual

- meeting the salon's standards of behaviour
- greeting the client respectfully and in a friendly manner
- communicating with the client in a way that makes them feel valued and respected
- identifying and confirming the client's expectations
- treating the client courteously and helpfully at all times
- keeping the client informed and reassured
- adapting the behaviour to respond effectively to different client behaviour
- responding promptly to a client seeking assistance
- selecting the most appropriate way of communicating with the client
- checking with the client that you have fully understood their expectations
- responding promptly and positively to the clients' questions and comments
- allowing the client time to consider the response and give further explanation when appropriate
- quickly locating information that will help the client
- giving the client the information they need about the services or products offered by the salon
- recognising information that the client might find complicated and checking whether they fully understand
- explaining clearly to the clients any reasons why their needs or expectations cannot be met