iUCO49 – Sales management in the hair and beauty sector

URN – T/617/5696

Guided Learning Hours: 47

Learning outcome	Assessment criteria	Taught content to include
LO1 Know how to improve the selling skills of employees in the hair and beauty sector	1.1. Review the ability to identify selling situations and opportunities	• Definition of selling • Principles and role of selling within the hair and beauty sector • Situations and opportunities for selling in the hair and beauty sector • Communication • Listening • Winning and closure
	1.2. Review the selection and use of sales and communication techniques as appropriate during a sales interaction	• Selling and communication techniques i.e. telemarketing, person to person, direct mail • Importance of personal professional image
	1.3. Evaluate the use of different sales and communication techniques	• Different methods of communication used in selling • Selling techniques
	1.4. Evaluate the use of negotiation skills	• Communication • Listening • Appropriate use of language
	1.5. Evaluate the use of client care skill following a sale	• Rapport • Trust • Open questioning • Benefit matching • Closing the sale • After sales support • Referrals
	1.6. Explain how to select the most appropriate sales techniques for the situation	• Telemarketing • Person to person sales

		• Direct mail • Email • The internet
	1.7. Explain the importance of having product/treatment knowledge when selling	• Market research • The importance of knowledge of the target market • Importance of specialist knowledge in relation to market, product and treatments • Consumer confidence
	1.8. Suggest techniques and strategies to improve sales skills and performance	• Roles and qualities of the salesperson • Training methods used to improve selling skills • Customer service • Staff development • Sales targets and methods of increasing revenue • Communication skills
	1.9. Analyse the importance of managing clients when selling	• Consumer behaviour • Buying signals • The stages of the selling process • Winning and closure • Client management and care during and following a sale
	1.10. Explain how negotiation skills can affect a sales interaction	• The selling process • Communication
	1.11. Explain the importance of providing client care following a sale	• Referrals • Additional retail opportunities • Marketing support
	1.12. Explain the ethical and legal requirements when selling	• Legal and ethical requirements • Consumer Protection Act 1987 • Trades Descriptions Act 1972 • Supply of Goods and Services Act 1982 • The Sale and Supply of Goods Act 1994 • The Sale and Supply of Goods to Consumers Regulations 2002 • The Unfair Contract Terms Act 1977 • The Unfair Terms in Consumer Contracts Regulations 1999

LO2 Know how to improve sales within businesses in the hair and beauty sector	2.1. Investigate consumer behaviour and the impact this has on selling	• Consumer behaviour • Buying signals • The stages of the selling process • Client management and care during and following a sale
	2.2. Conduct a competitor analysis	• The importance of competitor analysis • Competitiveness
	2.3. Produce a sales forecast	• The methods and importance of sales forecasting • Outline of data required for sales forecasting • Methods of sourcing and analysis of data • Spreadsheets • Databases • Methods of presenting data for sales forecasting
	2.4. Produce sales targets based on the sales forecast	• Sales target documentation
	2.5. Evaluate training methods used to improve selling	• Target setting • Incentives • Customer service
	2.6. Analyse the importance of knowing the target clients and their typical consumer behaviour	• Market research • The importance of knowledge of the target market • Consumer behaviour
	2.7. Investigate ways to create competitiveness within the business	• Promotions • Staff incentives • Client incentives
	2.8. Evaluate the use of sales forecasts	• Budgets • Cash flow
	2.9. Explain the importance of producing sales targets	• Forecasting • Operational objectives • Short and long-term goals • Cash-flow • Stock control • Resources
	2.10. Explain how training methods can be used to improve sales	• Continuous professional development • Staff motivation • Staff incentives

Assessment	
Portfolio of evidence containing: • Assignment	The assignment is internally assessed by the college lecturer and verified by the external quality assurer. Assignment guidance and assignment assessment form, which must be used, can be downloaded from the iTEC website www.itecworld.co.uk.

Guide to taught content
The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

Document History

Version	Issue Date	Changes	Role
v1	23/08/2019	First published	Qualifications and Regulation Co-ordinator

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v1		First published	