

iUCO62 – Promote and sell products and services to clients

URN – R/617/4328

Guided Learning Hours: 34

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to promote and sell hair and beauty products	1.1. Identify selling opportunities	<ul style="list-style-type: none"> • Consultation • During/after service • At point of sale • Displays • Recommending additional or ongoing treatments/services • Professional literature • Promotions
	1.2. Use effective communication techniques	<ul style="list-style-type: none"> • Methods of communication • Verbal communication <ul style="list-style-type: none"> - Vocal tone - Vocabulary used - Asking open and/or closed questions where appropriate • Non-verbal communication <ul style="list-style-type: none"> - Eye contact - Body language - Facial expressions - Listening/hearing - Proximity • Barriers to effective communication
	1.3. Interpret buying signals and the client's intentions	<ul style="list-style-type: none"> • Verbal communication • Non-verbal communication • Client interest
	1.4. Manage client's expectations to achieve a realistic objective	<ul style="list-style-type: none"> • Product and service knowledge • Client requirements • Legal responsibilities

	1.5. Introduce products and/or services to clients	<ul style="list-style-type: none"> • Product and service knowledge • Timing • Sampling • Point of sale displays • Demonstration • Loyalty cards • Pricing • Competitions • After sales service • Bonus retail product packs • Treatment programme schemes
	1.6. Use effective selling techniques to close a sale	<ul style="list-style-type: none"> • Interpreting buying signals • Client management and care during a sale
	1.7. Explain the benefits to the salon of promoting services and products to clients	<ul style="list-style-type: none"> • Increased business • Improved salon image and reputation • Income/sales growth
	1.8. Explain the importance of product and service knowledge when selling	<ul style="list-style-type: none"> • The importance of knowledge of the target market • Importance of specialist knowledge in relation to market, product and treatments • Consumer/client confidence • Client satisfaction • Professional reputation
	1.9. Explain communication techniques used to promote products and services	<ul style="list-style-type: none"> • Verbal • Non-verbal • Visual aids
	1.10. Explain the differences between the terms 'features' and 'benefits'	<ul style="list-style-type: none"> • Product or service characteristics • Product or service advantages and effects for client
	1.11. Describe the stages of the sale process	<ul style="list-style-type: none"> • Identification of need • Questioning • Identification of product or service to meet need • Product or service demonstration or explanation • Negotiation • Overcoming objections • Closing the sale
	1.12. Describe how to manage client expectations	<ul style="list-style-type: none"> • Identifying and managing realistic client expectations

	1.13. Explain how to interpret buying signals	<ul style="list-style-type: none"> • Client behaviour • Client intent • Client communication – verbal and non-verbal
	1.14. Explain the legislation that affects the selling of services and products	<ul style="list-style-type: none"> • To include general compliance of the country therein, e.g.: <ul style="list-style-type: none"> - Consumer Protection Act - Trades Descriptions Act - The Sale and Supply of Goods Act - Consumer Safety Act - Prices Act - Data Protection Act/GDPR

LO2 Be able to evaluate the promotion of products and services	2.1. Review effectiveness of selling techniques	<ul style="list-style-type: none"> • Sales targets • Feedback • Customer satisfaction
	2.2. Explain the importance of reviewing selling techniques	<ul style="list-style-type: none"> • Objectives • Short and long-term goals • Cash-flow • Stock control • Resources
	2.3. Explain different methods of evaluating selling techniques	<ul style="list-style-type: none"> • Feedback • Visual • Verbal • Repeat business • Customer satisfaction • Increased customer base • Sales targets • Sales objectives
	2.4. Describe how to implement improvements in their own selling techniques	<ul style="list-style-type: none"> • Continuous professional development (CPD) • Promotions • Incentives • Client incentives
	2.5. Evaluate the effectiveness of advertising services and products to a target audience	<ul style="list-style-type: none"> • Market research • Sales figures • Comparison analysis

	2.6. Explain the importance of how to set and agree sales targets/objectives	<ul style="list-style-type: none"> • Forecasting • Objectives • Long and short term goals • Cash flow • Stock control • Resources
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Assessment	
Portfolio of evidence containing:	
<ul style="list-style-type: none"> • Assignment 	

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	17/09/2019	First published	Qualifications and Regulation Co-ordinator