

# iUCO83 – Promote products and services to clients in a salon

URN – R/617/5656

**Guided Learning Hours: 28**

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to promote products and services to the client	1.1. Establish the client's requirements	<ul style="list-style-type: none"> <li>• Open and closed questioning</li> <li>• Use of visual aids</li> <li>• Listening techniques</li> </ul>
	1.2. Introduce services and/or products to the client at the suitable time	<ul style="list-style-type: none"> <li>• During a service</li> <li>• Use of products</li> <li>• At point of sale</li> </ul>
	1.3. Give accurate and relevant information to the client	<ul style="list-style-type: none"> <li>• Length of service</li> <li>• Benefits to client</li> <li>• Legal responsibilities</li> </ul>
	1.4. Identify buying signals and interpret the client's intentions correctly	<ul style="list-style-type: none"> <li>• Body language</li> <li>• Facial expressions</li> </ul>
	1.5. Secure agreement with the client	<ul style="list-style-type: none"> <li>• Timing</li> <li>• Verbal agreement</li> <li>• Client nodding their head</li> <li>• Client asking for details about costs and appointment times</li> </ul>
	1.6. Close the sale	<ul style="list-style-type: none"> <li>• Booking additional appointments</li> <li>• Include additional services in current service</li> <li>• Use additional products in current service</li> <li>• Selling retail products</li> </ul>
	1.7. Identify services and/or products to meet the requirements of the client	<ul style="list-style-type: none"> <li>• Restyles</li> <li>• Colouring</li> <li>• Perming</li> <li>• In-salon products</li> <li>• Retail sales</li> </ul>

	1.8. Describe the benefits to the salon of promoting services and products to the client	<ul style="list-style-type: none"> <li>• Additional income</li> <li>• Client satisfaction</li> <li>• Client confidence</li> <li>• Salon image and reputation</li> <li>• Additional clientele</li> </ul>
	1.9. Describe the listening and questioning techniques used for promotion and selling	<ul style="list-style-type: none"> <li>• Open and closed questioning</li> <li>• Use of visual aids</li> <li>• Eye contact</li> </ul>
	1.10. Explain the terms 'features' and 'benefits' as applied to services or products	<ul style="list-style-type: none"> <li>• Special characteristics</li> <li>• Client wellbeing</li> <li>• Possible improvements</li> </ul>
	1.11. Describe the principles of effective face to face communication	<ul style="list-style-type: none"> <li>• Eye contact</li> <li>• Facial expression</li> <li>• Body language</li> </ul>
	1.12. State the importance of effective personal presentation	<ul style="list-style-type: none"> <li>• Client confidence</li> <li>• Salon image</li> <li>• Visual aid to selling</li> </ul>
	1.13. State the importance of good product and service knowledge	<ul style="list-style-type: none"> <li>• Client confidence</li> <li>• Personal confidence</li> <li>• Salon image and reputation</li> </ul>
	1.14. Describe how to interpret buying signals	<ul style="list-style-type: none"> <li>• Client body language</li> <li>• Client facial expression</li> <li>• Client questions</li> </ul>
	1.15. Outline the stages of the sale process	<ul style="list-style-type: none"> <li>• Establish a relationship with the client</li> <li>• Question the client</li> <li>• Interpret client mood and wishes</li> <li>• Match the product or service to what the client needs</li> <li>• Complete the transaction, service and products</li> </ul>
	1.16. Explain the legislation that affects the selling of services and products	<ul style="list-style-type: none"> <li>• To include general compliance of the country therein, e.g.: <ul style="list-style-type: none"> <li>- Supply of goods and services</li> <li>- Consumer protection</li> <li>- Trade description</li> </ul> </li> </ul>
	1.17. Describe methods of payment for services and products	<ul style="list-style-type: none"> <li>• Cash</li> <li>• Credit/debit cards</li> <li>• Gift vouchers</li> </ul>

**Assessment**

Portfolio of evidence containing:

- 3 Practical performances

MCQ

**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