

Scheme of work

For each VTCT (ITEC) qualification, the lecturer/centre must complete a scheme of work for each unit indicating how the Lecturer is planning to cover the unit content throughout the course. Set out the planned sessions in terms of learning outcomes to be achieved. These should match those stated within the VTCT (ITEC) unit specification. Include all units of each course offered. Hours should meet the minimum guided learning hours listed within the unit specification.

Unit title: iUBT309 – Client care and communication in beauty-related industries

Total contact tuition hours proposed: 20

Lecturer(s) responsible:

Learning objectives	Lecture content	Suggested resources	Approx. hours
Introductory session	<ul style="list-style-type: none"> College rules and regulations College mission statement VTCT (ITEC) rules and regulations Health & safety Timetable Dates accounting for holidays etc. Syllabus Recommended books Uniform 	<ul style="list-style-type: none"> Lecture Q&A Using all the documents listed to ensure the students understand the college expectations and their commitment to the course 	
1. Be able to communicate with clients			
Use effective communication techniques	<ul style="list-style-type: none"> Good communication skills (asking open and/or closed questions where appropriate) Verbal and non-verbal communication Good listening skills Professionalism, confidence and enthusiasm Positive body language and maintenance of eye contact Show respect, being aware of interpersonal space 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Homework Test An example of a consultation form can be downloaded from www.itecworld.co.uk 	10
Use client consultation techniques to identify treatment objectives	<ul style="list-style-type: none"> Consulting in a private, comfortable area Positive body language Positioning of the client (no barriers between themselves and client) Good communication skills (asking open and/or closed questions where appropriate) 		

	<ul style="list-style-type: none"> • Verbal and non-verbal communication • Trust • Professionalism, confidence and enthusiasm • Client lifestyle • Client profile • Contra-indications and contra-actions • Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs • Treatment methods • Selection and documentation of treatment products • Informed consent • Confidentiality • Treatment plan • Client's signature 		
Provide the client with clear advice and recommendations	<ul style="list-style-type: none"> • Based upon consultation, relevant tests, make recommendations for ongoing or further treatments, home and aftercare advice • Check client understanding • Provide written confirmation 		
Outline different forms of communication used to deal with clients	<ul style="list-style-type: none"> • Including the use of: <ul style="list-style-type: none"> - Verbal - Non-verbal - Braille - Sign language - Body language - Written - Telephone - E-mail 		
Describe how to use consultation techniques to identify treatment objectives	<ul style="list-style-type: none"> • To include the importance of: <ul style="list-style-type: none"> - Positive body language - Positioning of the client (no barriers between themselves and client) - Good communication skills (asking open and/or closed questions where appropriate) - Verbal and non-verbal communication 		
State the importance of using effective communication to identify client needs and expectations	<ul style="list-style-type: none"> • Selection, adaptation and provision of the correct treatment, products, tools and equipment based upon client consultation, needs and preferences • Client commitment • Possible restrictions • Identification of when to and when not to treat a client 		

Describe the term 'personal space'	<ul style="list-style-type: none"> The distance thought to be comfortably acceptable between one person and another, taking into account factors such as: <ul style="list-style-type: none"> Ethnicity Age Gender Religious beliefs Nationality 		
State the importance of providing the client with clear advice and recommendations	<ul style="list-style-type: none"> Explanation of treatment, product and/or service Client care and support Professionalism Continued and ongoing effects maintained Conclusion of treatment, product and/or service in appropriate manner to meet client's needs Continued client custom, goodwill and personal recommendation 		

2. Be able to provide client care			
Maintain client confidentiality in accordance with legislation	<ul style="list-style-type: none"> Data Protection Act/GDPR Maintaining and storing records Written and computer held information 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Handout Homework Test 	10
Gain feedback from clients on client care	<ul style="list-style-type: none"> Good working practice Ensuring the client is comfortable, warm and correctly supported Ensuring minimal discomfort to client (where appropriate) Ensuring that client's needs are met Verbal feedback Written feedback/client questionnaire 		
Respond to feedback in a constructive way	<ul style="list-style-type: none"> Having a positive attitude at all times Awareness of body language Remain objective and proactive 		
Refer client complaints to the relevant person	<ul style="list-style-type: none"> Being aware of and following establishment complaint policies and procedures Line manager Establishment manager/owner 		
Assist in client complaints being resolved	<ul style="list-style-type: none"> Acknowledgement of any mistakes Removal to a private, comfortable area Allow the client to fully explain their problem without interruption Listen carefully and clarify Show empathy and do not argue 		

	<ul style="list-style-type: none"> • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but calmly • Apologise for any inconvenience • Record details of the complaint for future reference • Use the situation to demonstrate good customer service 		
Describe client confidentiality in line with the Data Protection Act/GDPR	<ul style="list-style-type: none"> • Relevant, not excessive gathering of information in the consultation process • Ensuring information is accurate, up to date and only used for job specific purposes • Security of information kept for no longer than is necessary • Fairly and lawfully processing information • Not transferred to other countries without adequate protection or need • Rights of the client to know what information is held about them on computer and in written format 		
Explain the importance of communication techniques to support retail opportunities	<ul style="list-style-type: none"> • Increased business and profits • Increased therapist commission • Good customer relations • Having good listening skills • Asking appropriate questions • Identifying client needs • Good body language and eye contact • Good knowledge of products/services • Explaining the benefits and how it should be used • Link selling • Closing the sale • Use of samples • Recording the sale 		
State the importance of client feedback and responding constructively	<ul style="list-style-type: none"> • Demonstrating good customer service • Recording any action taken • Taking advantage of marketing opportunities • Continued business growth • Minimising potential bad publicity 		
Outline how to refer and assist in client complaints	<ul style="list-style-type: none"> • Identifying the person in charge • Being aware of and following establishment complaint policies and procedures • Advise clients • Acknowledgement of any issues • Removal to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify 		

	<ul style="list-style-type: none">• Show empathy and do not argue• Try to resolve the situation and find a mutually agreeable solution• Make any explanations confidently, but always remain calm• Apologise for any inconvenience caused by the incident• Record details of the complaint for future reference and action any outcome• Provide good customer service		
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Document History

Version	Issue Date	Changes	Role
v1	27/09/2019	First published	Qualifications and Regulation Co-ordinator