

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

Total contact tuition hours proposed: 28

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 – 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 promote products and services to the client			
Establish the client's requirements	<ul style="list-style-type: none"> Open and closed questioning Use of visual aids Listening techniques 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Homework Tests 	28
Introduce services and/or products to the client at the suitable time	<ul style="list-style-type: none"> During a service Use of products At point of sale 		
Give accurate and relevant information to the client	<ul style="list-style-type: none"> Length of service Benefits to client Legal responsibilities 		

Identify buying signals and interpret the client's intentions correctly	<ul style="list-style-type: none"> • Body language • Facial expressions 		
Secure agreement with the client	<ul style="list-style-type: none"> • Timing • Verbal agreement • Client nodding their head • Client asking for details about costs and appointment times 		
Close the sale	<ul style="list-style-type: none"> • Booking additional appointments • Include additional services in current service • Use additional products in current service • Selling retail products 		
Identify services and/or products to meet the requirements of the client	<ul style="list-style-type: none"> • Restyles • Colouring • Perming • In-salon products • Retail sales 		
Describe the benefits to the salon of promoting services and products to the client	<ul style="list-style-type: none"> • Additional income • Client satisfaction • Client confidence • Salon image and reputation • Additional clientele 		
Describe the listening and questioning techniques used for promotion and selling	<ul style="list-style-type: none"> • Open and closed questioning • Use of visual aids • Eye contact 		
Explain the terms 'features' and 'benefits' as applied to services or products	<ul style="list-style-type: none"> • Special characteristics • Client wellbeing • Possible improvements 		
Describe the principles of effective face to face communication	<ul style="list-style-type: none"> • Eye contact • Facial expression • Body language 		
State the importance of effective personal presentation	<ul style="list-style-type: none"> • Client confidence • Salon image • Visual aid to selling 		

State the importance of good product and service knowledge	<ul style="list-style-type: none"> • Client confidence • Personal confidence • Salon image and reputation 		
Describe how to interpret buying signals	<ul style="list-style-type: none"> • Client body language • Client facial expression • Client questions 		
Outline the stages of the sale process	<ul style="list-style-type: none"> • Establish a relationship with the client • Question the client • Interpret client mood and wishes • Match the product or service to what the client needs • Complete the transaction, service and products 		
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"> - Supply of goods and services - Consumer protection - Trade description 		
Describe methods of payment for services and products	<ul style="list-style-type: none"> • Cash • Credit/debit cards • Gift vouchers 		

Document History

Version	Issue Date	Changes	Role
v1	30/09/2019	First published	Qualifications Administrator