
Assignment Guidance Form

iUCO49 – Sales management in the hair and beauty sector

Define the importance of sales management within the hair and beauty sector

- Selling situations and opportunities in the spa, hair or beauty salon
- Sales techniques
- Communication techniques
- Negotiation skills
- Product knowledge
- Competitor analysis
- Client care/management during selling process
 - Knowledge of target market
 - Consumer behaviour
- Legislation
- Sales forecasting
- Sales targets and methods of increasing revenue

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Diagram
- Graph
- Other pictorial presentation

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