

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: iUCO49 - Sales management in the hair and beauty sector

Total contact tuition hours proposed: 47

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 evaluate how to improve the selling skills of employees in the hair and beauty sector			
Review the ability to identify selling situations and opportunities	<ul style="list-style-type: none"> Definition of selling Principles and role of selling within the hair and beauty sector Situations and opportunities for selling in the hair and beauty sector Communication Listening Winning and closure 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Homework Test 	23
Review the selection and use of sales and communication	<ul style="list-style-type: none"> Selling and communication techniques i.e. telemarketing, person to person, direct mail Importance of personal professional image 		

techniques as appropriate during a sales interaction			
Evaluate the use of different sales and communication techniques	<ul style="list-style-type: none"> • Different methods of communication used in selling • Selling techniques 		
Evaluate the use of negotiation skills	<ul style="list-style-type: none"> • Communication • Listening • Appropriate use of language 		
Evaluate the use of client care skill following a sale	<ul style="list-style-type: none"> • Rapport • Trust • Open questioning • Benefit matching • Closing the sale • After sales support • Referrals 		
Explain how to select the most appropriate sales techniques for the situation	<ul style="list-style-type: none"> • Telemarketing • Person to person sales • Direct mail • Email • The internet 		
Explain the importance of having product/treatment knowledge when selling	<ul style="list-style-type: none"> • Market research • The importance of knowledge of the target market • Importance of specialist knowledge in relation to market, product and treatments • Consumer confidence 		
Suggest techniques and strategies to improve sales skills and performance	<ul style="list-style-type: none"> • Roles and qualities of the salesperson • Training methods used to improve selling skills • Customer service • Staff development • Sales targets and methods of increasing revenue • Communication skills 		
Analyse the importance of managing clients when selling	<ul style="list-style-type: none"> • Consumer behaviour • Buying signals • The stages of the selling process • Winning and closure • Client management and care during and following a sale 		

Explain how negotiation skills can affect a sales interaction	<ul style="list-style-type: none"> • The selling process • Communication 		
Explain the importance of providing client care following a sale	<ul style="list-style-type: none"> • Referrals • Additional retail opportunities • Marketing support 		
Explain the ethical and legal requirements when selling	<ul style="list-style-type: none"> • Legal and ethical requirements • Consumer Protection Act 1987 • Trades Descriptions Act 1972 • Supply of Goods and Services Act 1982 • The Sale and Supply of Goods Act 1994 • The Sale and Supply of Goods to Consumers Regulations 2002 • The Unfair Contract Terms Act 1977 • The Unfair Terms in Consumer Contracts Regulations 1999 		

2. Be able to evaluate how to improve sales within businesses in the hair and beauty sector			
Investigate consumer behaviour and the impact this has on selling	<ul style="list-style-type: none"> • Consumer behaviour • Buying signals • The stages of the selling process • Client management and care during and following a sale 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handout • Homework • Test 	24
Conduct a competitor analysis	<ul style="list-style-type: none"> • The importance of competitor analysis • Competitiveness 		
Produce a sales forecast	<ul style="list-style-type: none"> • The methods and importance of sales forecasting • Outline of data required for sales forecasting • Methods of sourcing and analysis of data • Spreadsheets • Databases • Methods of presenting data for sales forecasting 		
Produce sales targets based on the sales forecast	<ul style="list-style-type: none"> • Sales target documentation 		
Evaluate training methods used to improve selling	<ul style="list-style-type: none"> • Target setting • Incentives • Customer service 		
Analyse the importance of knowing the target clients	<ul style="list-style-type: none"> • Market research • The importance of knowledge of the target market 		

and their typical consumer behaviour	<ul style="list-style-type: none"> • Consumer behaviour 		
Investigate ways to create competitiveness within the business	<ul style="list-style-type: none"> • Promotions • Staff incentives • Client incentives 		
Evaluate the use of sales forecasts	<ul style="list-style-type: none"> • Budgets • Cash flow 		
Explain the importance of producing sales targets	<ul style="list-style-type: none"> • Forecasting • Operational objectives • Short and long-term goals • Cash-flow • Stock control • Resources 		
Explain how training methods can be used to improve sales	<ul style="list-style-type: none"> • Continuous professional development • Staff motivation • Staff incentives 		

Document History

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