

# 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"> <li>College rules and regulations</li> <li>College mission statement</li> <li>VTCT (ITEC) rules and regulations</li> <li>Health &amp; safety</li> <li>Timetable</li> <li>Dates – holidays etc.</li> <li>Syllabus</li> <li>Recommended books</li> <li>Uniform</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Q&amp;A</li> <li>Using all the documents listed to ensure the students understand the college expectations and their commitment to the course</li> </ul>	
<b>1. Be able to evaluate how to improve the selling skills of employees in the hair and beauty sector</b>			
Review the ability to identify selling situations and opportunities	<ul style="list-style-type: none"> <li>Definition of selling</li> <li>Principles and role of selling within the hair and beauty sector</li> <li>Situations and opportunities for selling in the hair and beauty sector</li> <li>Communication</li> <li>Listening</li> <li>Winning and closure</li> </ul>	<ul style="list-style-type: none"> <li>OHP/Whiteboard</li> <li>Lecture</li> <li>Q&amp;A</li> <li>Homework</li> <li>Test</li> </ul>	23
Review the selection and use of sales and communication	<ul style="list-style-type: none"> <li>Selling and communication techniques i.e. telemarketing, person to person, direct mail</li> <li>Importance of personal professional image</li> </ul>		

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

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

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

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

**Document History**

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