
Assignment Guidance Form

iUCO62 – Promote and sell products and services to clients

- Explain the key factors of promoting and selling products and services to clients in the hair and beauty salon

To include:

- Selling opportunities
- Methods of effective communication
- Buying signals and the management of client expectations
- Product and service knowledge
- Stages of the sales process and the timing of sales
- Benefits of promoting products and services
- Legislation governing the sale of products and services
- Evaluation of selling techniques and the promotion of products and services

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

- Written report
- Charts
- Other pictorial presentation

Document History

Version	Issue Date	Changes	Role
v1	01/10/2019	First published	Qualifications Administrator