

Level 2 - Principal Learning

Hair and Beauty Studies (2762)

Unit 6: Promoting and selling products and services by professional recommendation in the hair and beauty sector

Controlled assessment material

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Level 2 Unit 6: Promoting and selling products and services by professional recommendation in the hair and beauty sector

Controlled assessment material – Information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.

Overview

This assignment is based on the case study below. It is taken under controlled conditions, in which the learner will complete **two** tasks. Task 1 is to plan and produce a promotional leaflet. Task 2 is to create a retail display and use selling techniques in an industry setting.

It is expected that the learner will complete the work for the tasks in any of the following settings: during work experience, in the classroom or in a realistic learning environment. A teacher would need to be present to supervise and assess the practical work.

Time

It is expected that approximately **eight hours** will be taken to complete the tasks.

Resources

Learners may require access to word processing software, and could also use publication software for Task 1. They will also require a range of retail products, tools and equipment for the retail display in Task 2.

Supervision

Learners will need to be supervised when:

- producing the promotional leaflet
- creating a retail display and using selling techniques.

Collaboration

Learners may collaborate to obtain information in order to complete the tasks.

The production of the leaflet and the display and the promotional activity are **not** suitable for collaborative work.

Marking

Please note that the descriptions in this assessment grid relate to the top of each band. Further guidance on using assessment grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 7 marks	8 to 15 marks	16 to 21 marks
1 Understand the basic aspects of promotion and selling	<p>Explained, by showing limited understanding the importance of selling and promotion of selling and promotion in achieving business success.</p> <p>Explained, by showing limited understanding sales policies and procedures used in hair and beauty sector.</p> <p>Compared, by showing limited understanding the differences between selling in retail and by professional recommendation.</p> <p>Showed limited understanding when describing the ethical considerations linked to selling and promotional activities.</p> <p>Explained showing limited understanding the impact of legislation on the selling process.</p> <p>Explained showing limited understanding the factors influencing customer's decision to buy products, services or equipment.</p>	<p>Explained, by showing clear understanding the importance of selling and promotion of selling and promotion in achieving business success.</p> <p>Explained, by showing clear understanding sales policies and procedures used in hair and beauty sector.</p> <p>Compared, by showing clear understanding the differences between selling in retail and by professional recommendation.</p> <p>Showed clear understanding when describing the ethical considerations linked to selling and promotional activities.</p> <p>Explained showing clear understanding the impact of legislation on the selling process.</p> <p>Explained showing clear understanding the factors influencing customer's decision to buy products, services or equipment.</p>	<p>Explained, by showing broad understanding the importance of selling and promotion of selling and promotion in achieving business success.</p> <p>Explained, by showing broad understanding sales policies and procedures used in hair and beauty sector.</p> <p>Compared, by showing broad understanding the differences between selling in retail and by professional recommendation.</p> <p>Showed broad understanding when describing the ethical considerations linked to selling and promotional activities.</p> <p>Explained showing comprehensive understanding the impact of legislation on the selling process.</p> <p>Explained showing broad understanding the factors influencing customer's decision to buy products, services or equipment.</p>

	0 to 3 marks	4 to 6 marks	7 to 9 marks
2 Know the purpose, use and benefits of typical retail products, services and equipment in the hair and beauty sector	<p>Displayed limited knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector.</p> <p>Displayed limited knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector.</p> <p>Displayed limited knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector.</p>	<p>Displayed clear knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector.</p> <p>Displayed clear knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector.</p> <p>Displayed clear knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector.</p>	<p>Displayed broad knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector.</p> <p>Displayed broad knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector.</p> <p>Displayed broad knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector.</p>
	0 to 10 marks	11 to 20 marks	21 to 30 marks
3 Be able to use selling techniques suitable to the hair and beauty environment	<p>Produced an effective product display for a hair or beauty environment with continual teacher guidance.</p> <p>Showed limited ability when demonstrating selling techniques based on professional knowledge.</p> <p>Used appropriate hair and beauty-related terminology with continual teacher support.</p>	<p>Produced an effective product display for a hair or beauty environment with minimal teacher guidance.</p> <p>Showed clear ability when demonstrating selling techniques based on professional knowledge.</p> <p>Used appropriate hair and beauty-related terminology with minimal teacher support.</p>	<p>Produced an effective product display for a hair or beauty environment with autonomy.</p> <p>Showed broad ability when demonstrating selling techniques based on professional knowledge.</p> <p>Used appropriate hair and beauty-related terminology with autonomy.</p>

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Controlled assessment material – Information for learners

Assignment overview

For this assignment you are required to

- plan and produce a promotional leaflet
- create a retail display and use selling techniques.

Time

You will take approximately **eight hours** to complete the tasks.

Roles

Your teacher will mark your work and keep it for moderation purposes. Your teacher will observe you carrying out the promotional activity and give feedback on your performance.

Assignment brief



ANDY'S BARBERS

Andy's is a successful barber shop in a busy town. The owner is experimenting with a new side to his business and he has asked you, his trainee, to help him. Andy has found success in the retail side of male grooming and would like to build on this whilst also trying out a new retail line for women.

Because of your creative skills, you have been asked to produce a promotional leaflet that will help to sell products, services and equipment at the reception area. Andy is very aware that a good retail stand is a crucial factor to success and you will be creating this for the salon as part of the promotional activity.

Task 1

(30 marks) – covering Learning Outcomes 1 and 2

Individually, you will plan and produce a leaflet to be used for a promotional activity in Andy's Barbers. Your plan will include justifications for the activity and will contain information on:

- the importance of selling
- sales policies and procedures used in the hair and beauty sector including ethical considerations and the impact of legislation
- the differences between selling in retail outlets and selling by professional recommendation
- the factors that influence customers to buy.

Your leaflet will explain the purpose, use and benefits of a selection of products, services and equipment used in the hair and beauty sector.

Task 2

(30 marks) – covering Learning Outcome 3

Individually you will produce a retail product display for use in Andy's Barbers. You will then be observed using selling techniques and relevant industry terminology during a promotional activity.