

Hair and Beauty Studies

Level 2 Principal Learning

Level 2 Unit 4: Communication and client care in the hair and beauty sector

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 3 marks	4 to 6 marks	7 to 9 marks
1 Understand the importance of communication in the hair and beauty sector	<p>Described showing a limited understanding the importance of appropriate communication for a safe and effective work environment. <input type="checkbox"/></p> <p>Explained showing limited understanding the importance of communication skills. <input type="checkbox"/></p> <p>Explained showing limited understanding of the importance personal presentation and appearance to career success. <input type="checkbox"/></p>	<p>Described showing a clear understanding the importance of appropriate communication for a safe and effective work environment. <input type="checkbox"/></p> <p>Explained showing a clear understanding the importance of communication skills. <input type="checkbox"/></p> <p>Explained showing a clear understanding of the importance of personal presentation and appearance to career success. <input type="checkbox"/></p>	<p>Described showing a comprehensive understanding the importance of appropriate communication for a safe and effective work environment. <input type="checkbox"/></p> <p>Explained showing a comprehensive understanding the importance of communication skills. <input type="checkbox"/></p> <p>Shown a comprehensive understanding of the importance of personal presentation and appearance to career success. <input type="checkbox"/></p>

Justification comments

Mark for LO1 =

	0 to 3 marks	4 to 6 marks	7 to 9 marks
2 Understand the role of communication in providing effective customer services	<p>Demonstrated showing limited awareness the need for effective customer service in business. <input type="checkbox"/></p> <p>Described how to recognise which communication skills work best in different situations and with different people, with limited understanding. <input type="checkbox"/></p>	<p>Demonstrated showing a clear awareness the need for effective customer service in business. <input type="checkbox"/></p> <p>Described how to recognise which communication skills work best in different situations and with different people, with a clear understanding. <input type="checkbox"/></p>	<p>Demonstrated showing a comprehensive appreciation the need for effective customer service in business. <input type="checkbox"/></p> <p>Described how to recognise which communication skills work best in different situations and with different people, with comprehensive understanding. <input type="checkbox"/></p>

Justification comments

Mark for LO2 =

	0 to 4 marks	5 to 8 marks	9 to 12 marks
3 Understand the consultation process	<p>Explained showing a limited awareness the importance of the consultation process in building relationships and increasing sales. <input type="checkbox"/></p> <p>Compared and identified a limited amount of differences and similarities in consultation processes. <input type="checkbox"/></p>	<p>Explained, showing a clear awareness the importance of the consultation process in building relationships and increasing sales. <input type="checkbox"/></p> <p>Compared and identified clear differences and similarities in consultation processes. <input type="checkbox"/></p>	<p>Explained with an extensive appreciation the importance of the consultation process in building relationships and increasing sales. <input type="checkbox"/></p> <p>Compared and identified a comprehensive list of differences and similarities in consultation processes. <input type="checkbox"/></p>

Justification comments

Mark for LO3 =

	0 to 10 marks	11 to 20 marks	21 to 30 marks
4 Be able to carry out consultations with hair and beauty clients	<p>Performed and carried out relevant consultation processes using limited terminology for different audiences with continual prompting. <input type="checkbox"/></p> <p>Given a limited evaluation of the experience with minimal reference to feedback giving limited suggestions for improvements for the future. <input type="checkbox"/></p>	<p>Performed and carried out relevant consultation processes using suitable terminology for different audiences with occasional support. <input type="checkbox"/></p> <p>Given a clear evaluation of the experience with some reference to feedback giving some suggestions for improvements for the future. <input type="checkbox"/></p>	<p>Performed and carried out relevant consultation processes using terminologies comprehensively for different audiences with autonomy. <input type="checkbox"/></p> <p>Given a thorough evaluation of experience of the consultation process referring to feedback and giving realistic suggestions as to improvements for the future. <input type="checkbox"/></p>

Justification comments

Mark for LO4 =

Total marks out of 60

Total marks for learner