

Hair and Beauty Studies

Level 2 Principal Learning

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

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 in achieving business success. <input type="checkbox"/></p> <p>Explained, by showing limited understanding sales policies and procedures used in the hair and beauty sector. <input type="checkbox"/></p> <p>Compared, by showing limited understanding the differences between and selling in retail and by professional recommendation. <input type="checkbox"/></p> <p>Shown limited understanding when describing the ethical considerations linked to selling and promotional activities. <input type="checkbox"/></p> <p>Explained, by showing limited understanding the impact of legislation on the selling process. <input type="checkbox"/></p> <p>Explained, by showing limited understanding the factors influencing customer's decision to by product, services or equipment. <input type="checkbox"/></p>	<p>Explained, by showing clear understanding the importance of selling and promotion in achieving business success. <input type="checkbox"/></p> <p>Explained, by showing clear understanding sales policies and procedures used in the hair and beauty sector. <input type="checkbox"/></p> <p>Compared, by showing clear understanding the differences between and selling in retail and by professional recommendation. <input type="checkbox"/></p> <p>Shown clear understanding when describing the ethical considerations linked to selling and promotional activities. <input type="checkbox"/></p> <p>Explained, by showing clear understanding the impact of legislation on the selling process. <input type="checkbox"/></p> <p>Explained, by showing clear understanding the factors influencing customer's decision to by product, services or equipment. <input type="checkbox"/></p>	<p>Explained, by showing broad understanding the importance of selling and promotion in achieving business success. <input type="checkbox"/></p> <p>Explained, by showing broad understanding sales policies and procedures used in the hair and beauty sector. <input type="checkbox"/></p> <p>Compared, by showing broad understanding the differences between and selling in retail and by professional recommendation. <input type="checkbox"/></p> <p>Shown broad understanding when describing the ethical considerations linked to selling and promotional activities. <input type="checkbox"/></p> <p>Explained, by showing comprehensive understanding the impact of legislation on the selling process. <input type="checkbox"/></p> <p>Explained, by showing broad understanding the factors influencing customer's decision to by product, services or equipment. <input type="checkbox"/></p>

Justification comments

Mark for LO1 =

	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	Displayed limited knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed clear knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed broad knowledge when stating the purpose, use and benefits of typical products on sale in the hair and beauty sector. <input type="checkbox"/>
	Displayed limited knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed clear knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed broad knowledge when stating the purpose, use and benefits of typical services on sale in the hair and beauty sector. <input type="checkbox"/>
	Displayed limited knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed clear knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector. <input type="checkbox"/>	Displayed broad knowledge when stating the purpose, use and benefits of typical equipment on sale in the hair and beauty sector. <input type="checkbox"/>

Justification comments

Mark for LO2 =

	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	Produced an effective product display for a hair or beauty environment with continual teacher guidance. <input type="checkbox"/>	Produced an effective product display for a hair or beauty environment with minimal teacher guidance. <input type="checkbox"/>	Produced an effective product display for a hair or beauty environment with autonomy. <input type="checkbox"/>
	Shown limited ability when demonstrating selling techniques based on professional knowledge. <input type="checkbox"/>	Shown clear ability when demonstrating selling techniques based on professional knowledge. <input type="checkbox"/>	Shown broad ability when demonstrating selling techniques based on professional knowledge. <input type="checkbox"/>
	Used appropriate hair and beauty-related terminology with continual teacher support. <input type="checkbox"/>	Used appropriate hair and beauty-related terminology with minimal teacher support. <input type="checkbox"/>	Used appropriate hair and beauty-related terminology with autonomy. <input type="checkbox"/>

Justification comments

Mark for LO3 =

Total marks out of 60

Total marks for learner