
HB2

promotional activities



Salon promotions are important to generate interest in the salon's products and services. The main objective is to increase salon business, but they are also good for introducing new staff, services and products. Promotional activities are exciting and should be fun for all involved. This unit is about developing the skills required to work with others and take

responsibility for the planning and implementation of promotional activities. You will carry out demonstrations to potential clients, participate in advertising campaigns and create promotional displays. You will also learn how to evaluate promotional activities and make recommendations for future promotions.



Unit H32 (City & Guilds Unit 048)

Contribute to the planning and implementation of promotional activities

Core mandatory

Image courtesy of Workwear World

38 Level 3 NVQ/6 SVQ Beauty

This unit has three outcomes.

Outcome 1
Contribute to the planning and preparation of promotional activities

Outcome 2
Implement promotional activities

Outcome 3
Participate in the evaluation of promotional activities



Evidence Requirements

You must practically demonstrate in your everyday work that you have met the standards for contributing to the planning and implementation of promotional activities.

The standards cover things that you must do (performance criteria), things that you must cover (range) and things that you must know.

What you must do

Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real clients, whether internal or external to the salon. Simulation is **not** allowed for any performance evidence within this unit.

Your assessor will make **one** observation of your performance when planning and implementing promotional activities. In addition, you will need to collect further documentary evidence to show you have met all the requirements of the standards. Although some evidence of your performance will be gathered from the observations made by your assessor, it is likely you will need to assemble relevant documentary evidence in your portfolio to meet the requirements of the standards and qualification.

What you must cover

You will see key words in bold on the 'What you must do' list. For each of these, there is a range of things that you must cover. You must show that you have:

Undertaken the following types of promotional activities:

Demonstrations

Displays

Advertising campaigns

Developed the following objectives:

To enhance salon image

To increase salon business

Image courtesy of iStockphoto.com/Arman Zhenikev (p37)

Image courtesy of Fake Bake

What you must know

You will be assessed on your knowledge of the following:

Venue and legal requirements

Promotional event planning and preparation

Services and products

Selling skills

Communication techniques

Evaluation techniques

This will be completed through written and oral questioning by your assessor, or by an online GOLA test. For details of what you must know, see pages 45–47.



Brides-to-be often want beauty treatments before their big day – why not make them your target group?



Displaying products in an attractive way will encourage your clients to buy.



Useful words

Some terms that you will come across in this unit are explained below.

Demonstration A physical display that may include explanation or description.

Display An arrangement of products and other media to attract attention.

Evaluation Measuring how successful or not the promotional activity has been.

Flier Advertising leaflet for a promotion.

SMART objectives A management acronym to describe how objectives should be written and planned: Specific, Measurable, Achievable, Realistic, Timebound.

Target group The clientele you are trying to attract into the salon. For example, a promotional activity to increase single eyelash extension treatments would probably be aimed at female clients.

Timebound An activity or objective that has set dates for tasks to be completed or started by.

Venue The place where a promotional event is held; it might be at the local theatre, for instance.



Sign-off sheet

Unit H32 Contribute to the planning and implementation of promotional activities

What you must do

Within your work, you must show your assessor that you can do the following. Your assessor will observe your performance on at least **one** occasion. In addition, you will need to collect further documentary evidence to show you have met all the requirements of the standard.

Each time you achieve **all** the points listed below within a single client service, your assessor will tick the circle and enter the date.



Outcome 1

Contribute to the planning and preparation of promotional activities

- a Make recommendations to the relevant person for suitable **promotional activities** and identify the potential benefits for the business
- b Identify and agree specific, measurable, achievable, realistic and timebound **objectives** and target groups for the activity with the relevant person(s)
- c Agree requirements for the activity with all relevant persons in sufficient detail to allow the work to be planned
- d Produce an agreed plan showing the
 - type of **promotional activity**
 - **objectives** of the activity
 - roles and responsibilities of others involved
 - resource requirements
 - preparation and implementation activities
 - timescales
 - budget
 - methods of evaluation
- e Agree a plan that takes into account any legal requirements, when necessary
- f Ensure resources are available to meet the planned timescale

Image courtesy of Ahava UK

Achieved _____

Date _____

Candidate signature _____

Assessor signature _____

IV signature (if sampled) _____

1		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Outcome 2

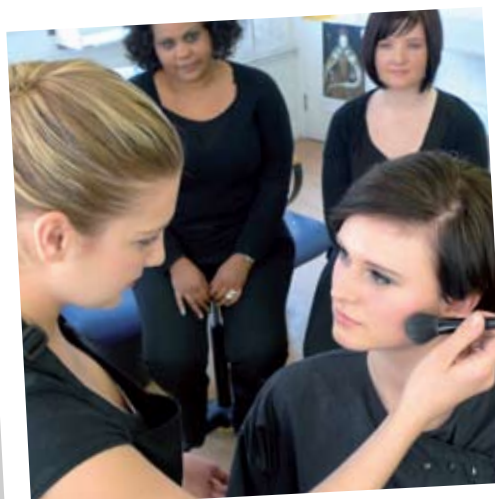
Implement promotional activities

- a Implement **promotional activities** to meet the agreed plan
- b Effectively adapt **promotional activities**, when necessary, in response to changed circumstances and/or problems *
- c Use resources effectively throughout the **promotional activities**
- d Clearly and accurately communicate the essential features and benefits of products and services to the target group
- e Use methods of communication that are suitable for the type of **promotional activity** being undertaken
- f Present information in logical steps
- g Encourage the target group to ask questions about the services and products being promoted
- h Respond to questions and queries in a way which promotes goodwill and enhances the salon image
- i Actively encourage the target group to take advantage of the services and products being promoted
- j Clear away products and equipment at the end of the **promotional activity**, when necessary, to meet the requirements of the venue



Promotional activities

Image courtesy of Barnet College; Photography by Mark Phillips



Make-up promotions are always very popular with potential clients.

	1		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date			
Candidate signature			
Assessor signature			
IV signature (if sampled)			

- * Covered by observation Date
- Covered by oral questioning Date

Continues on next page



Sign-off sheet

Unit H32 Contribute to the planning and implementation of promotional activities

What you must do (continued)

Outcome 3

Participate in the evaluation of promotional activities

- a Use the methods agreed in your **promotional activity** plan to gain feedback from the relevant sources
- b Collate and record the information gained from the feedback using a clear and concise format and method of presentation
- c Draw accurate and clear conclusions on the effectiveness of the **promotional activity** in meeting the agreed **objectives**
- d Participate in discussions, giving a clear and well structured summary of the results of the evaluation
- e Make recommendations for improvements to any future **promotional activities** based upon the outcomes of your evaluation



Work as a team to think of as many promotional ideas as possible.

Image courtesy of IIAA College Programme

Achieved

Date

Candidate signature

Assessor signature

IV signature
(if sampled)

1		
○	○	○

Hints and tips

Good planning, involving everyone actively, will help the promotion to run smoothly.

Observation sign-off sheet

Unit H32 Contribute to the planning and implementation of promotional activities

What you must cover



Before ticking the circles below, you must make sure that you have achieved 'What you must cover' in **all the outcomes in which it occurs.**

Promotional activities

Tick the promotional activities undertaken for each observation.
You must undertake **all** types of promotional activity.

	1		
Demonstrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Objectives

Tick the objectives to be developed for each observation.
You must develop **both** objectives.

	1		
To enhance salon image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase salon business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date			
Candidate signature			
Assessor signature			
IV signature (if sampled)			



Comment form

Unit H32

This form can be used to record oral questioning, or for assessor/candidate comments, if required.

Comments	Date
1	



Don't be afraid to promote completely new services to clients.

“
Learning everything about your products and treatments leads to self-confidence. This makes the client trust you, and selling becomes easy!
Sally Watkins
”

Knowledge sign-off sheet

Unit H32 Contribute to the planning and implementation of promotional activities

What you must know



You need to understand:	Evidence type	Date	Portfolio ref
Venue and legal requirements			
1 the practical requirements and restrictions of any venue	E3		
2 the contract requirements, local by-laws and legislation which could restrict your promotional activity in any venue used	E3		
3 the importance of considering health and safety and other legal requirements	E3		
4 the health and safety procedures applicable to any venue you use	E3		
5 the potential hazards you must consider when working at any venue	E3		
6 the steps that should be taken to minimise risks when working at an external venue	E3		
Promotional event planning and preparation			
7 the purpose and value of detailed and accurate planning	E3		
8 the type of resourcing requirements necessary for promotional activities (eg individuals, tools and equipment, materials, time, venue)	E3		
9 how the nature of the target group can influence the choice of promotional activity	E3		
10 how to match types of promotional activities to objectives	E3		
11 how to present a plan for promotional activities	E3		
12 why it is important to consider methods of evaluation at the planning stage	E3		
13 how to write objectives that are Specific, Measurable, Achievable, Realistic and Timebound (ie SMART objectives)	E3		

You will be assessed on your knowledge and understanding of **all** the following points. This will be completed by your assessor, either by asking you questions within a conversation, or with a written test (evidence type E3). This could be an online GOLA test. Your assessor will let you know how s/he intends to assess you.

Once you have been assessed on each point, you can fill in the date and reference any written evidence that you've put in your portfolio.



Knowledge sign-off sheet

Unit H32 Contribute to the planning and implementation of promotional activities

What you must know

You need to understand:	Evidence type	Date	Portfolio ref
14 the importance of working to a budget	E3		
15 where and how to obtain resources	E3		
16 the importance of clearly defining the roles and responsibilities of those involved in promotional activities	E3		
17 the importance of allocating roles and responsibilities to match an individual's competence levels	E3		
18 the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity	E3		
19 the types of foreseeable problems that occur and ways of resolving them	E3		
Services and products			
20 the features and benefits of the products and/or services being promoted	E3		
Selling skills			
21 how to recognise buying signals and to close sales	E3		
22 the difference between the features of a product or service and the benefits of a product or service	E3		
23 how to tailor your presentation of the benefits of products and/or services to meet individual needs and interests	E3		
Communication techniques			
24 how and when to participate in discussions	E3		
25 how to give a short presentation (eg timing, pace, use of voice, use of graphics, etc)	E3		
26 methods of presenting information (eg pictorially, graphically, verbally)	E3		
27 methods of creating a visual impact	E3		

Hints and tips

When helping to run a salon promotion, ensure that everyone understands what is expected of them during the event.

Continues on next page

You need to understand:	Evidence type	Date	Portfolio ref
28 how and when to make openings to encourage others to ask questions	E3		
29 how to answer questions and manage queries in a way likely to maintain goodwill	E3		
Evaluation techniques			
30 the purpose of evaluation activities	E3		
31 the areas of the promotional activity which should be evaluated	E3		
32 the most suitable methods of gaining feedback for the promotional activities in the range	E3		
33 how to collate, analyse and summarise evaluation feedback in a clear and concise way	E3		
34 suitable ways of formatting and producing an evaluation report	E3		

Tick if E3 was a GOLA test Date



Promotional activities

47

Hints and tips

Let the client hold the product and encourage them to smell it. Put a small amount on the back of their hand so they can feel the texture.



Allowing your clients to touch and smell a good product can encourage them to spend money in your salon.

“
It's much more efficient to keep the clients you have than seek out new ones. Keep clients excited by always sampling new services and products.
 Sally Penford
 ”



Supplementary notes

Unit H32

Your assessor may use this space for any additional comments they may have about your work.

Comment

Date

Comment	Date

Unit sign-off

This section must be signed when the unit is complete.

We confirm that this evidence is authentic and the assessments were conducted under specified conditions and that all the performance criteria, range and essential knowledge requirements have been met for this unit.

Candidate signature

Date

Assessor signature

Date

IV signature (if sampled)

Date

EV signature (if sampled)

Date