

205

Promote products and services to clients in a salon

Retail sales are increasing every year in salons, so the skills you'll learn in this unit are crucial to your potential employers. Clients want expert advice on keeping their hair in top condition, and recreating the salon style. You'll learn about different communication techniques, identifying selling opportunities and following through by closing sales. You'll gain the confidence to maintain client satisfaction and trust, while developing your understanding of all kinds of products and services.

Assignment mark sheet

Unit 205 Promote products and services to clients in a salon

Your assessor will mark you on each of the practical tasks in this unit. This page is used to work out your overall grade for the unit. You must pass **all** parts of the tasks to be able to claim a grade. For each completed practical task, a pass equals 1 point, a merit equals 2 points and a distinction equals 3 points.

What you must know

- Task 1a: produce an information sheet
- Task 1b: produce a promotional leaflet
- Task 1c: produce a guide
- Or** tick if covered by an online test

Tick when complete

What you must do

- Task 2a: promote new products/services to client
- Task 2b: promote products/services already used by client

Grade

Points

Conversion chart

Grade	Points
Pass	1–1.5
Merit	1.6–2.5
Distinction	2.6–3

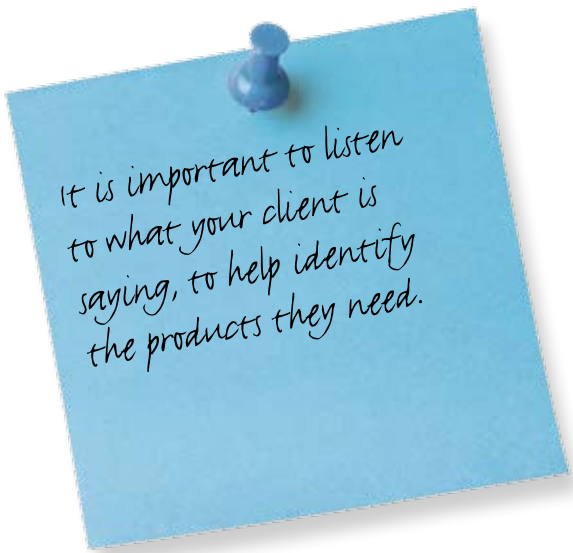
Total points for graded tasks

Divided by

= Average grade for tasks

Overall grade
(see conversion chart)

÷ 2



Candidate name:

Candidate signature: Date:

Assessor signature: Date:

Quality assurance co-ordinator signature (where applicable): Date:

External Verifier signature (where applicable): Date:

What does it mean?

Some useful words are explained below

Aftercare advice

Information given to the client on style, hair, colour maintenance and products.

Closed questions

Questions that lead to yes and no answers, for example 'would you like styling spray on your hair'.



Images courtesy of Walsall College

Client rights

Clients have legal rights to be protected. For example, under the The Sale of Goods Act, The Supply of Goods and Services Act, it's important to know what the client's rights are, and to comply with them.

Contractual agreement

This is a verbal or written agreement undertaken by you, the salon and the client, to carry out the agreed standard of service, providing the benefits discussed at the agreed price.

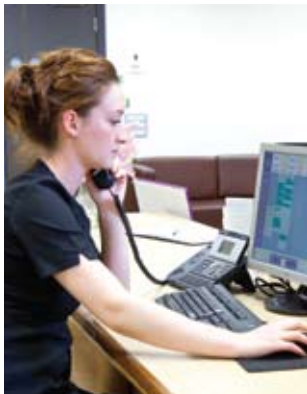


Image courtesy of Walsall College

Data Protection Act

The law that controls the way in which information is stored. For example, clients have the right to see the information that you have on your system about them, and to correct anything that they feel is inaccurate.

Image courtesy of TONI&GUY

Equal opportunities

No one should be discriminated against on the grounds of their age, race, sex/gender or disability. There is legislation in place to prevent discrimination.

Open questions

A questioning technique used to obtain more information, for example 'how would you like your hair styled' – the response has to include more detail than a closed question.



Personal presentation

The image you create with your appearance and personal hygiene.



What you must know

You must be able to:

- 1 Describe the benefits to the salon of promoting services and products to the client
- 2 Describe the listening and questioning techniques used for promotion and selling
- 3 Describe the different consultation techniques used to promote products and services
- 4 Explain the terms 'features' and 'benefits' as applied to services and products
- 5 Describe the principles of effective face-to-face communication
- 6 State the importance of effective personal presentation
- 7 State the importance of good product and service knowledge
- 8 Outline the stages of the sale process
- 9 Describe how to interpret buying signals
- 10 Describe how to secure agreement and close the sale
- 11 Explain the legislation that affects the selling of services and products
- 12 Describe methods of payment for services and products

Revision tip

Features are descriptions of the product or service, including how long it will last, method of application, and cost. Benefits are how the service or product will enhance the hair.



Be the next ... Andrew Collinge



Andrew Collinge is a hairdressing legend. Twice voted British Hairdresser of the Year, he runs award-winning salons and hairdressing schools, as well as a range of Andrew Collinge products. **Follow the blue quote marks for Andrew's retail advice!**





lumino contrast
NUTRICERIDE
vitamin B5
200 ml
6.7 fl.oz.

expert
lumino contrast
NUTRICERIDE
200 ml
6.7 fl.oz.

LOREAL PROFESSIONNEL PARIS
expert
lumino contrast
NUTRICERIDE
shampooing à l'acide ascorbique et à l'acide salicylique
vitamine B5
pour cheveux à tendance grasse
250 ml
8.45 fl.oz.

LOREAL PROFESSIONNEL PARIS
expert
liss ultime
OIL IN CELL
shampooing sans sulfates
cheveux indisciplinés
smoothing shampoo
for unmanageable top
champu suavizante
cabellos rebeldes
250 ml
8.45 fl.oz.

Image courtesy of Getty Images/Fabrice Dimier/Bloomberg

LOREAL PROFESSIONNEL PARIS
expert
lumino contrast
NUTRICERIDE
vitamin B5
200 ml e
BE357

LOREAL PROFESSIONNEL PARIS
expert
vitamino color
INCELL HYDRO-RESIST™
shampooing
fixateur de couleur
color protecting
shampoo
champú fijador del color
250 ml
8.45 fl.oz.

LOREAL PROFESSIONNEL PARIS
expert
liss ultime
OIL IN CELL
shampooing sans sulfates
cheveux indisciplinés
smoothing shampoo
for unmanageable top
champu suavizante
cabellos rebeldes
sens

Prom



Smiling and maintaining eye contact will mean you come across as approachable and trustworthy.



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By giving sound professional advice, you will find that retailing products to your clients will be so much easier.



If you can create a good rapport with clients, it becomes easier to promote products and services!

promote

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Always explain to clients how to use the product correctly to gain maximum benefit from it, and gain client trust.

As you style your client's hair, give simple and effective tips on blow-drying or setting techniques, including the benefits of the styling products you are using.

What you must do

Practical observations

This page shows what you need to do during your practical task. You can look at it beforehand, but you're **not** allowed to have it with you while carrying out your practical task. You must achieve **all** the criteria; you can achieve 1 mark, 2 marks or 3 marks for the criteria indicated with *.

- 1 Establish the client's requirements
- 2 Use suitable communication techniques to promote products and services *
- 3 Identify services and/or products to meet the requirements of the client *
- 4 Introduce services and/or products to the client at the appropriate time
- 5 Give accurate and relevant information to the client *
- 6 Identify buying signals and interpret the client's intentions correctly

Totals

Grade

Candidate signature and date

Assessor signature and date

Conversion chart

Grade	Marks
Pass	6–7
Merit	8–10
Distinction	11–12

Promoting activity					
1 Promote new products/ services to client			2 Promote products/ services already used by client		
1			1		
1	2	3	1	2	3
1	2	3	1	2	3
1			1		
1	2	3	1	2	3
1			1		
Totals			Totals		
Grade			Grade		
Candidate signature and date			Candidate signature and date		
Assessor signature and date			Assessor signature and date		



If you explain to your client how colour will enhance the haircut, your client will be more likely to book a colouring service on their next visit to the salon.

What you must do

Practical observations descriptors table

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
2 Use suitable communication techniques to promote products and services	Uses basic communication techniques Example: uses closed questions	Uses good communication techniques Examples: uses open and closed questions, uses visual aids, aware of own body language	Uses excellent communication techniques Examples: uses open and closed questions, good use of visual aids, effective use of body language, repeats instructions clearly to gain confirmation
3 Identify services and/or products to meet requirements of the client	Correctly identifies the main feature and benefit of the product or service	Correctly identifies two main features and benefits of the product or service	Correctly identifies all features and benefits of the product or service
5 Give accurate and relevant information to the client	Gives basic advice and information Example: describes the main feature and benefit of the suitable product or service	Gives good advice and information Examples: describes the use of products, describes two benefits and features of the suitable product or service	Excellent level of advice given Examples: describes all benefits and features of the suitable product or service, makes clear reference to the product or service meeting the client's requirements

Comment form

Unit 205 Promote products and services to clients in a salon

This form can be used to record comments by you, your client, or your assessor.



Image courtesy of Schwarzkopf

