

317

Promote and sell products and services to clients

Lots of people are frightened of selling, usually because they see it as being 'pushy'. This unit will help you to gain confidence by looking differently at the art of selling. You will be taken through the stages of the sales process, and how client objections can be viewed as buying signals. The ability to sell is a real asset and will increase your income and skill set. If done properly, the products and treatments you sell to clients will improve their experience, making them view you as a trusted and professional expert!

Assignment mark sheet

Unit 317 Promote and sell products and services to clients

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 achieve 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	Tick when complete
Task 1a: produce a report	
Task 1b: produce an information sheet	
Or tick if covered by an online test	

What you must do	Grade	Points
Task 2a: New products/services		
Task 2b: Products/services already used by client		

Conversion chart

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

Total points for graded tasks	
Divided by	÷ 2
= Average grade for tasks	
Overall grade (see conversion chart)	

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



Advertising

Forms of communication with the purpose of persuading the client to buy.

Body language

Non-verbal communication, for example gestures, facial expressions, eye contact and postures. This is useful to use when selling, to inspire trust in the client. Also be aware of the client's body language, to gauge what they are thinking.

Buying signal

A comment from a client, which indicates that they are thinking about buying your product or service. The most common buying signal is the question: 'How much is it?'. Others are questions or comments such as: 'What sizes does it come in?'. Surprisingly, 'It's too expensive' or 'I already have a similar product at home' are also buying signals!

Closed question

A question that generally prompts an answer of either 'yes' or 'no'.

Closing the sale

Gaining agreement from the client to buy.

Communication

The giving and receiving of, and responding to, information.

Consumer

The client buying the treatment, service or product.

Data Protection Act

The law that states how an individual's information should be processed and stored, and who is allowed access to it.



Empathy

Understanding how another person feels, and reflecting this back to the other person.



FABs

This stands for Features, Advantages, and Benefits and relates to the links between a product's description, its advantages over others, and the benefit the customer will get from using it.

Feedback

Information and evaluation of a process, activity or performance.

Objection/overcoming objections

An objection can be seen as the client putting up resistance to buying the product. A good sales person will be able to recognise if the objection is valid, and so close the discussion, or if the client just needs reassurance, in which case they will convince the client that they are doing the right thing by buying it.

Open question

A question that gains information, usually beginning with 'who', 'what', 'why', 'where', 'when', or 'how'.

Presentation/sales presentation

The process of explaining the product or service to the client, ideally including the product's features, advantages and benefits.

Prices Act

The law that deals with how goods are priced and marked.

Rapport

A relationship of understanding, trust and agreement between two or more people.

Target/sales target

The agreed level of sales to be made over a given period.

Trade Descriptions Act

The law that states that what is being sold must have an accurate description.

USP

This stands for Unique Selling Point. A USP is what makes the product better than others.

What you must know

You must be able to:

- 1 Explain the benefits to the salon of promoting services and products to the client
- 2 Explain the importance of product and service knowledge when selling
- 3 Explain communication techniques used to promote products and services
- 4 Explain the differences between the terms 'features' and 'benefits'
- 5 Describe the stages of the sale process
- 6 Describe how to manage client expectations
- 7 Explain how to interpret buying signals
- 8 Explain the legislation that affects the selling of services or products
- 9 Explain the importance of reviewing selling techniques
- 10 Explain different methods of evaluating selling techniques
- 11 Describe how to implement improvements in your own selling techniques
- 12 Evaluate the effectiveness of advertising services and products to a target audience
- 13 Explain the importance of how to set and agree sales target/objectives

Revision tip

Know your products! Clients won't be convinced that something is right for them if you have to go and check the details.

Revision tip

Make sure you understand the legislation involved in the selling process. These are legal requirements and ignoring them can result in heavy fines, or even imprisonment.





Promote

Believe in what you are selling! Whether it's a product or a treatment, why would your client want it, if you don't get excited about it?



Well thought out promotional events increase sales, revenue and the client base.

The correct timing and use of questions is very important when gathering information, matching needs, and building rapport and empathy.



Clients are more likely to buy if they can see the product whilst you are talking about it.

and sell



Clients are more likely to book in for unusual treatments if you explain their benefits.

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 *****.

Conversion chart

Grade	Marks
Pass	7–8
Merit	9–12
Distinction	13–15

- 1 Establish client's requirements
- 2 Identify products and/or services to meet the requirements of the client *
- 3 Use effective communication techniques *
- 4 Introduce services and/or products to the client
- 5 Give accurate and relevant information to ensure realistic client expectations *
- 6 Identify buying signals and interpret the client's intentions correctly *
- 7 Close the sale

Total

Grade

Candidate signature
and date

Assessor signature
and date

Promote and sell					
New products and/or services			Products and/or 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	2	3	1	2	3
1			1		

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 Identify products and/or services to meet the requirements of the client	Correctly identified the main feature and benefit of the product(s) or service(s).	Correctly identified two main features and benefits of the product(s) or service(s).	Correctly identified all features and benefits of the product(s) or service(s).
3 Use effective communication techniques	Uses suitable open and/or closed questions and listening techniques.	Uses suitable open and/or closed questions and listening techniques, positive body language (eye contact and facial expression) and is polite to the client.	Uses suitable open and/or closed questions and listening techniques, positive body language (eye contact and facial expression), is polite to the client, uses visual aids and client records (where applicable), adapts the terminology to client's level of understanding and tone of voice to encourage the client to buy, presents a confident manner.
5 Give accurate and relevant information to ensure realistic client expectations	Gives basic information and advice Example: describes the main feature or use of the suitable product or service and how it can benefit the client.	Gives good information and advice Example: describes two main features or uses of suitable product or service and how each can benefit the client.	Detailed information and advice given Example: describes two main features and uses of suitable product or service with clear relevant links made to the client's own needs and requirements, ensure client understanding by inviting questions.

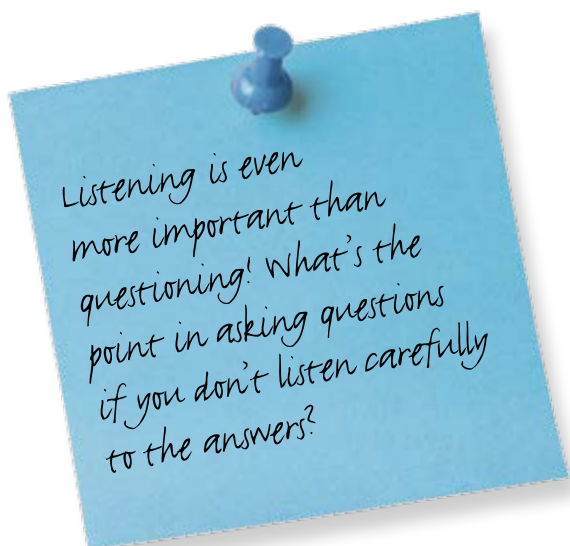
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What you must do

Practical observations descriptors table (continued)

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on page 8.

	1 mark	2 marks	3 marks
6 Identify buying signals and interpret the client's intentions correctly	<p>Main buying signal and client's intentions are identified correctly.</p> <p>Example: verbal clue (eg the client asks about/comments on the product/service).</p>	<p>Two buying signals and client's intentions are identified correctly.</p> <p>Example: two clues (eg the client asks about/comments on the product/service, body language, handling the product).</p>	<p>Four or more buying signals and client's intentions are identified correctly.</p> <p>Example: clues (eg the client asks about/comments on the product/service, body language, handling the product, client talking as though product is already theirs, or about future treatments).</p>



Comment form

Unit 317 Promote and sell products and services to clients

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

Image courtesy of Goldwell

