



G7 *customer* *consultation*

Consulting with your client is an essential part of every hairdressing service. You simply cannot become a successful hairdresser without mastering the skills involved. One of the most important skills is good communication. You need to find out what clients want and to give them

clear advice. You will need to know all about hair and skin, and be able to recognise problems. In this unit you will learn how to analyse hair, skin and scalp and perform tests that will guide you in advising clients on the correct products and services for them.



Unit G7 (City & Guilds Unit 013)

Advise and consult with clients

Mandatory

This unit has three outcomes. As they are linked, you can be observed by your assessor for all three outcomes at the same time.

Outcome 1

Identify what clients want

Outcome 2

Analyse the hair, skin and scalp

Outcome 3

Advise your client and agree services and products



Evidence requirements

You will need to demonstrate in your everyday work that you have met the standards for developing client consultancy skills. 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 assessor will observe these aspects of your performance on at least **three** occasions. These will cover consultations for three different technical units. You must do correctly all the things listed under 'What you must do' on the sign-off sheets that follow.

Simulation is not allowed for any performance evidence within this unit. It is likely most evidence of your performance will be gathered from the observations made by your assessor but you may be required to produce other evidence to support your performance if your assessor has not been present.

What you must cover

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

Consulted with both types of clients:

new

regular

Identified clients' wishes by:

questioning

observation

testing

Identified or can describe the following problems:

suspected infections

suspected infestations

Taken into account the following factors that limit or affect services:

adverse hair, skin and scalp conditions

incompatibility of previous services and products used

lifestyle

“

A consultation should be exact and to the point. Listen to what your client is saying, while also being in control and recommending what you think will look good, taking into account his or her wishes.

Andrew Collinge

”

What you must know

You will be assessed on your knowledge of the following:

Salon and legal requirements

Services, products and pricing

Hair, skin and scalp analysis

Communication

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 49–50.



Be sensitive to how a client is feeling when you're first talking to them. You can tell a lot from their body language and eye contact.

“
To be creative with hair, you must firstly understand growth, texture, possibilities and limitations.

Sharon Cox and
Leanne Brown

”



Customer consultation

Useful words

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

Adverse hair conditions Factors of the hair that may limit what services clients can have, for example if hair is over-processed then it may not be advisable for a client to have a colour that contains a lot of hydrogen peroxide.

Adverse skin and scalp conditions Factors of the skin or scalp that may limit what services clients can have, for example if a client has psoriasis then it may not be advisable for that client to have a lot of harsh chemicals used on their hair.

Confidentiality It is important that you maintain your client's confidentiality, which means not discussing with anyone else what your client has told you in their consultation or during their service.

Infections Infection can result in red and inflamed skin or the development of pus. If you suspect that your client has an infection, you should report it to your supervisor.

Infestations A condition where parasites such as head lice move on to a person's head and body and then live off the nutrients found in their skin, blood and tissues.



Observation sign-off sheet

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What you must do

Within your work, you must show your assessor that you can do the following. You will be observed a number of times (as a guide, at least **three** times). Each time you achieve all the points listed within a single client service, your assessor will tick the circle and enter the date.

Outcome 1

Identify what clients want

- a Allow the **client** sufficient time to express their wishes
- b Ask relevant questions in a way your **client** will understand
- c Use visual aids to present **clients** with suitable alternative ideas to help them reach a decision *
- d Clarify your understanding of your **client's** wishes
- e Encourage your **client** to ask about areas of which they are unsure
- f Accurately **identify** and clearly confirm your **client's** wishes for services and products

| Observation | 1 | 2 | 3 | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Achieved | <input type="radio"/> | <input type="radio"/> | <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

Outcome 2

Analyse the hair, skin and scalp

- Conduct visual checks and any necessary tests on the hair, skin and scalp to meet specified procedures
- Identify from your client's previous records, when available, any factors likely to affect future services *
- Accurately identify **factors that limit or affect services** and the choice of products
- Promptly identify and report any **problems** which cannot be dealt with to the relevant person **



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| Observation | 1 | 2 | 3 | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Achieved | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Date | | | | | |
| Candidate signature | | | | | |
| Assessor signature | | | | | |
| IV signature (if sampled) | | | | | |

| | | |
|-----------------------------|-----------------------|------|
| * Covered by observation | <input type="radio"/> | Date |
| Covered by oral questioning | <input type="radio"/> | Date |
| ** Covered by observation | <input type="radio"/> | Date |
| Covered by oral questioning | <input type="radio"/> | Date |

Continues on next page



Visual aids such as hair colour charts will help your client reach a decision.



Observation sign-off sheet

Unit G7 Advise and consult with clients

What you must do (continued)



Smile! It is often the first thing that someone will notice about you, and it will help to earn your client's trust.

Outcome 3

Advise your client and agree services and products

- Make recommendations that are suitable for your **client**
- Agree services, products and outcomes that are acceptable to your **client** and meet their needs
- Clearly state the likely cost and duration of the agreed services to your **client**
- Conduct all communications with your **client** in a manner that maintains goodwill, trust and confidentiality
- Ensure your **client** records are up-to-date, accurate, easy to read and complete

| Observation | 1 | 2 | 3 | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Achieved | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Date | | | | | |
| Candidate signature | | | | | |
| Assessor signature | | | | | |
| IV signature (if sampled) | | | | | |

Hints and tips

Try to avoid too many technical terms when you're advising a client. It's important that you don't 'blind them with science'.



Communicate with your client - an informed client makes for a happy one!

Observation sign-off sheet

Unit G7 Advise and consult with clients

What you must cover



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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.

Types of clients

Tick the types of clients that you have dealt with during your observations. **Both** types of clients must be dealt with.

| | 1 | 2 | 3 | | |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| New | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Regular | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Identifying clients' wishes

Tick the ways in which you have identified clients' wishes. **All** ways must be used.

| | 1 | 2 | 3 | | |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Questioning | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Observation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Testing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Factors that limit or affect services

Tick factors that you have identified that will limit or affect services. **All** factors must be considered for each observation.

| | 1 | 2 | 3 | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Adverse hair, skin and scalp conditions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Incompatibility of previous services and products used | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lifestyle | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Problems

Tick the problems that have been identified and reported. **All** must be covered, by either observation or oral questioning.

| | 1 | 2 | 3 | | |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Suspected infections | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Suspected infestations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Observation

Achieved

Date

Candidate signature

Assessor signature

IV signature (if sampled)

| | 1 | 2 | 3 | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Achieved | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Date | | | | | |
| Candidate signature | | | | | |
| Assessor signature | | | | | |
| IV signature (if sampled) | | | | | |



Comment form

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

| Comments | Date |
|----------|------|
| 1 | |
| | |
| 2 | |
| | |
| 3 | |
| | |

Hints and tips

The consultation is a very important stage, so never underestimate it. It gives you the opportunity to gain the client's trust and to show them that you are knowledgeable.



Always consider your client's hair type and lifestyle when offering advice.

Knowledge sign-off sheet

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What you must know



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| You need to understand: | Evidence type |
|---|---------------|
| Salon and legal requirements | |
| 1 your own responsibilities under the Data Protection legislation | E3 |
| 2 your legal responsibilities for describing the features and benefits of products and services | E3 |
| 3 salon procedures and manufacturers' instructions in relation to conducting tests | E3 |
| 4 salon rules for maintaining confidentiality | E3 |
| Services, products and pricing | |
| 5 the services and products available for use in your salon | E3 |
| 6 your salon's pricing structure | E3 |
| 7 how to calculate the likely charge for services | E3 |
| Hair, skin and scalp analysis | |
| 8 why it is important to identify factors that may limit or affect services and products which can be used | E4 |
| 9 how lifestyle, adverse hair, skin and scalp conditions, incompatibility of previous services and products used can limit or affect the services and products that can be offered to clients | E4 |
| 10 the indications of suspected infections and infestations and disorders visible to the naked eye | E4 |
| 11 how and when tests are carried out on hair | E4 |
| 12 the importance of carrying out tests and the potential consequences of failing to do so | E4 |

You will be assessed on your knowledge and understanding of all the following points. This will be completed by your assessor, either through oral or written questions (evidence type E3) or a mandatory written paper (evidence type E4). Either of these could be an online GOLA test. The form tells you which evidence type is needed for each point. Your mandatory test papers will be kept by your assessor, so they won't appear in your portfolio.

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

Continues on next page



Knowledge sign-off sheet

Unit G7 Advise and consult with clients

What you must know (continued)

Hints and tips

Explain what you are going to do for the client in simple language – you are learning the jargon of hairdressing but remember, they don't know what these words mean!

| You need to understand: | Evidence type |
|---|----------------------------|
| 13 the basic structure of hair and skin | E4 |
| 14 the growth cycle of hair | E4 |
| 15 the characteristics of different hair types and textures | E4 |
| 16 the general factors that contribute to healthy hair (eg health, environment, chemicals) | E4 |
| 17 the likely causes of adverse hair and scalp conditions visible to the naked eye | E4 |
| Communication | |
| 18 why effective communication is important for your salon's business | E3 |
| 19 the importance of confidentiality and what might happen if this is not observed | E3 |
| 20 how to use varied vocabulary and expressions to suit your purpose (eg to present an argument, express ideas or opinions, exchange information) | E3 |
| 21 how to adapt your contributions to suit different situations (eg the amount you say, your manner and tone of voice, dealing with those with sight or hearing difficulties) | E3 |
| 22 how to show you are listening closely (eg by body language) and responding appropriately (ask questions to show interest) | E3 |
| 23 how to identify the speaker's intentions (eg by manner, tone of voice, vocabulary) | E3 |
| 24 how to move the discussion forwards (eg summarise, develop points, focus on purpose) | E3 |
| Tick if E3 was a GOLA test | <input type="radio"/> Date |
| Tick if E4 was a GOLA test | <input type="radio"/> Date |
| Tick if E3 was a written test | <input type="radio"/> Date |
| Tick if E4 was a written test | <input type="radio"/> Date |

Supplementary notes

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

Comments

Date

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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