



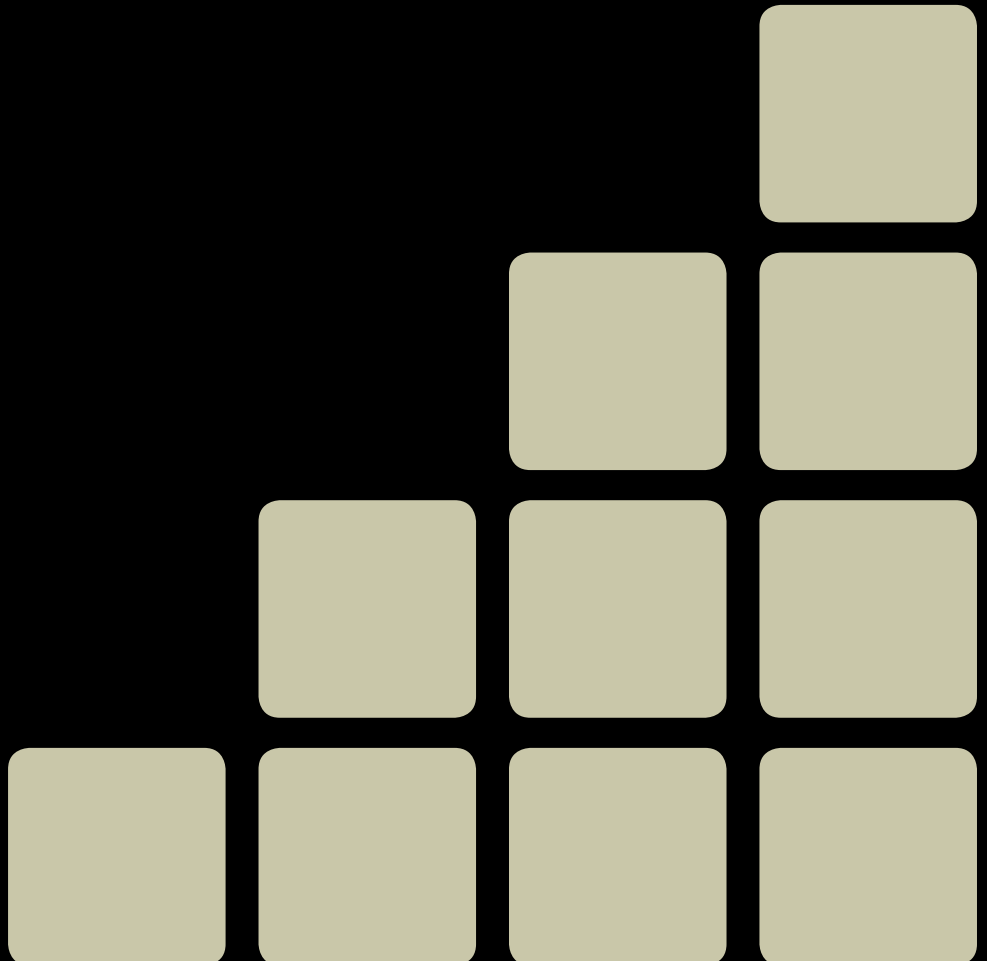
Promote additional services or products to customers

UG21G18

D/601/0936

Learner name:

Learner number:



UG21G18

Promote additional services or products to clients

Services or products are continually changing in salons to keep up with client's expectations. By offering new or improved services and products your salon can increase client satisfaction. Many salons must promote these to be able to survive in a competitive world. It is equally important for salons that are not in competitive environments to encourage their clients to try new services or products.

This unit is all about your need to keep pace with new developments and to encourage your clients to take an interest in them. Clients expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from your salon to give them a greater choice.

NOS

G18

Level

2

Credit value

6

GLH

40

Observations

3

External paper(s)

0



Promote additional services or products to clients

Learning outcomes

On completion of this unit you will:

1. Be able to identify additional services or products that are available
2. Be able to inform clients about additional services or products
3. Be able to gain client commitment to using additional services or products
4. Understand how to promote additional services or products to clients

Evidence requirements

1. 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. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence with this unit.
2. You may collect the evidence for the unit through work in a private sector salon, a not-for-profit salon or a public services salon.
3. You must provide evidence that shows you have done this over a sufficient period of time with different clients on different occasions for your assessor to be confident that you are competent.

4. You must provide evidence that the additional services or products offered include:
 - use of services or products that are new to your client
 - additional use of services or products that your client has used before.
5. Your evidence must show that you:
 - follow salon procedures for offering additional services or products to your clients
 - create opportunities for encouraging your clients to use additional services or products
 - identify what your client wants by seeking information directly
 - identify what your client wants from spontaneous client comments.
6. Your communication with clients may be face to face, in writing, by telephone, text message, e-mail, internet, intranet or by any other method you would be expected to use within your job role.
7. There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

There are no range statements that apply to this unit.



Observations

Outcome 1

Be able to identify additional services or products that are available

You can:

- a. Update and develop your knowledge of your organisation's services or products
- b. Check with others when they are unsure of a new service or product details
- c. Identify appropriate services or products that may interest your client
- d. Spot opportunities for offering your customer additional services or products that will improve your clients experience

** May be assessed through oral questioning.*

Observation	1	2	3
Criteria questioned orally			
Date achieved			
Portfolio reference			
Learner signature			
Assessor initials			



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Outcome 2

Be able to inform clients about additional services or products

You can:

- a. Choose the most appropriate time to inform your client about additional services or products
- b. Choose the most appropriate method of communication to introduce your client to additional services or products
- c. Give your client accurate and sufficient information to enable them to make a decision about the additional services or products
- d. Give your client time to ask questions about the additional services or products

* May be assessed through oral questioning.

Observation	1	2	3
Criteria questioned orally			
Date achieved			
Portfolio reference			
Learner signature			
Assessor initials			



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Outcome 3

Be able to gain client commitment to using additional services or products

You can:

- a. Close your discussion appropriately if your client shows no interest
- b. Give relevant information to move the situation forward when your client shows interest
- c. Secure client agreement and check client understanding of the delivery of the service or product
- d. Take action to ensure prompt delivery of the additional services or products to your client
- e. Refer your client to others or to alternative sources of information if the additional services or products are not your responsibility

** May be assessed through oral questioning.*

Observation	1	2	3
Criteria questioned orally			
Date achieved			
Portfolio reference			
Learner signature			
Assessor initials			

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 4

Understand how to promote additional services or products to clients

You can:	Portfolio reference / Assessor initials*
a. Describe the organisation's procedures and systems for encouraging the use of additional services or products	
b. Explain how additional services or products will benefit your clients	
c. Explain how your clients' use of additional services or products will benefit your organisation	
d. Identify the main factors that influence clients to use your services or products	
e. Explain how to introduce additional services or products to clients outlining their benefits, overcoming reservations and agreeing to provide the additional services or products	
f. State how to give appropriate, balanced information to clients about services or products	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external written paper.

Notes

Use this area for making notes and drawing diagrams