

GL8

promoting services or products



There are important benefits to selling additional services and products to your clients, including increasing the profits of your salon, and even making extra money for yourself. If you keep clients informed of your latest services and products, it can encourage them to

return to your salon in the future. In this unit, you'll learn how to communicate effectively with your clients in order to maximise sales of additional services and products, which is an essential skill to have in your career as a beauty therapist.



Image courtesy of Dermalogica

Unit G18 (City & Guilds Unit 020)

Promote additional services or products to clients

Core mandatory



Promoting services or products 35

Evidence requirements

To achieve this unit you must practically demonstrate in your everyday work that you have met the standards for promoting additional services or products to clients. 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. 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.

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.

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. This will involve your assessor observing you on at least **three** different occasions.



This unit has three outcomes.

Outcome 1

Identify additional services or products that are available

Outcome 2

Inform clients about additional services or products

Outcome 3

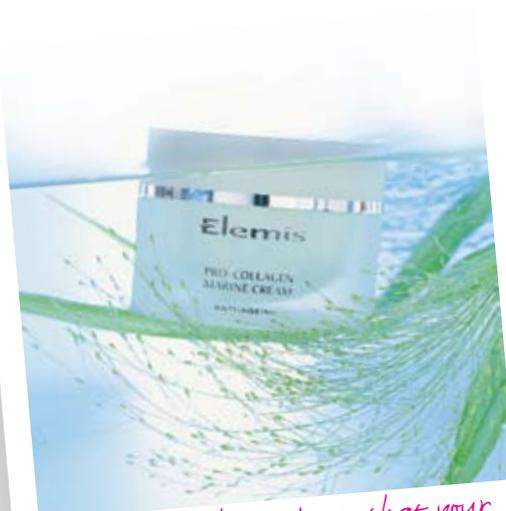
Gain client commitment to using additional services or products

“

Believe in what you do and in the products you use – it will help you to promote and sell.

Anita Crosland

”



Get to know the products that your salon offers so you can answer clients' questions about them.



Unit G18 (City & Guilds Unit 020)

Promote additional services
or products to clients

Core mandatory (continued)

Image courtesy of Cetuem Cosmetics Ltd

36 Level 2 NVQ/SVQ Beauty

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:

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

Offered additional services or products through:

Following salon procedures for offering additional services or products to your clients

Creating opportunities for encouraging your client to use additional services or products

Identifying what your client wants by seeking information directly

Identifying what your client wants from spontaneous client comments



Be confident and enthusiastic about the services or products you are recommending.



Your salon may stock many different products, but it's important that you know about all of them.

Images courtesy of Dermalogica

Hints and tips

Keep your clients regularly informed about the services and products that are being promoted in the salon.

What you must know

You will be assessed on your knowledge of the following:

Salon requirements

Service and product promotion

This will be completed through written and oral questioning by your assessor, or by an online GOLLA test. For details of what you must know, see page 44.



Promoting services or products 37

Useful words

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

Additional services or products The additional services that clients may not be aware of, such as make-up services, and the products that your salon stocks.

Client's rights These are the client's rights to be protected as a consumer or purchaser of services and goods within your salon. Most of these rights come from laws, such as The Sale of Goods Act, The Supply of Goods and Services Act, The Consumer Protection Act and the Unfair Contract Terms Act. It's important to know what your client's rights are, in order to ensure that you comply with them.

Communication If you communicate well with your client, they are more likely to purchase additional services and products.

Data Protection Act The law that controls the way in which personal 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.

Equal opportunities Nobody should be discriminated against on the grounds of their age, gender or disability. There is legislation to enforce this, and you can see details on this at www.eoc.org.uk.

Legal requirements You need to know the laws relating to health and safety, data protection, equal opportunities and disability discrimination.

Salon procedures The rules and systems that your salon has in place. Your supervisor will inform you of these.

Target A task to complete (usually within a set timescale) to achieve a particular result. For example, you may be required to sell a number of services or products to meet your salon's sales targets or your own personal goal.



Regular use of professional services or products will result in your client enjoying beautiful skin and a sense of wellbeing.

“

Clients don't buy your services or products – they buy the benefits and results. It's your job to help them see how buying the service or product will make them look and feel.

Janice Brown

”



Observation sign-off sheet

Unit GI8 Promote additional services or products to clients

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 **three** separate occasions.

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

Identify additional services or products that are available

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

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

Continues on next page

* Covered by observation Date
 Covered by oral questioning Date

“

When a client asks you the price of a product, it is a signal that they are interested. Take this opportunity to outline the product's benefits.

Janice Brown

”

Outcome 2

Inform clients about additional services or products

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



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

Continues on next page

Hints and tips

Always be honest with clients about the benefits of products. This is to comply with the Sale of Goods Act, but also to build a trusting relationship with your clients.





Observation sign-off sheet

Unit GI8 Promote additional services or products to clients

What you must do (continued)



Outcome 3

Gain client commitment to using additional services or products

- a Close the 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 ***

Image courtesy of Dermalogica

| Observation | 1 | 2 | 3 | | |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Achieved | <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 |
| *** Covered by observation | <input type="radio"/> | Date |
| Covered by oral questioning | <input type="radio"/> | Date |

Observation sign-off sheet

Unit GI8 Promote additional services or products to clients

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.**

Additional services or products

Tick additional services or products offered for each observation. You must cover **both** new and previously used.

Use of services or products that are new to your client

Additional use of services or products that your client has used before

| | 1 | 2 | 3 | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Use of services or products that are new to your client | <input type="radio"/> |
| Additional use of services or products that your client has used before | <input type="radio"/> |

Continues on next page



There's a huge range of fantastic beauty products out there - get promoting!



Observation sign-off sheet

Unit GI8 Promote additional services or products to clients

What you must cover (continued)

Offered additional services or products

Tick the types of services or products that you have recommended.

Following salon procedures for offering additional services or products to your clients

Creating opportunities for encouraging your client to use additional services or products

Identifying what your client wants by seeking information directly

Identifying what your client wants from spontaneous client comments

| | 1 | 2 | 3 | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Following salon procedures for offering additional services or products to your clients | <input type="radio"/> |
| Creating opportunities for encouraging your client to use additional services or products | <input type="radio"/> |
| Identifying what your client wants by seeking information directly | <input type="radio"/> |
| Identifying what your client wants from spontaneous client comments | <input type="radio"/> |

Observation

Achieved

Date

Candidate signature

Assessor signature

IV signature
(if sampled)

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



Comment form

Unit GI8



Promoting services or products 43

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

Comment

Date

1

2

3

Aim to know everything about every product, so that you're prepared for every question!

“

It is extremely important when discussing aftercare with the client to explain the use of services and products which would help to further enhance their treatment benefits.

Adele O'Keefe

”



Find out if samples are available from your product suppliers so clients can 'try before they buy'.



Knowledge sign-off sheet

Unit GI8 Promote additional services or products to clients

What you must know

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.

| You need to understand: | Evidence type | Date | Portfolio ref |
|---|---------------|------|---------------|
| Salon requirements | | | |
| 1 your salon's procedures and systems for encouraging the use of additional services or products | E3 | | |
| Service and product promotion | | | |
| 2 how the use of additional services or products will benefit your clients | E3 | | |
| 3 how your client's use of additional services or products will benefit your salon | E3 | | |
| 4 the main factors that influence clients to use your services or products | E3 | | |
| 5 how to introduce additional services or products to clients outlining their benefits, overcoming reservations and agreeing to provide the additional services or products | E3 | | |
| 6 how to give appropriate, balanced information to clients about services or products | E3 | | |
| Tick if E3 was a GOLA test <input type="radio"/> | Date | | |



Offer promotions throughout the year to promote new services and keep interest in established treatments.

