<table>
<thead>
<tr>
<th>Learning outcome</th>
<th>Assessment Criteria</th>
<th>Taught Content</th>
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<tbody>
<tr>
<td>Learners will be able to:</td>
<td>1. Be able to communicate and behave in a professional manner when dealing with clients</td>
<td>1.1 To include:</td>
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<tr>
<td>Assessment Criteria</td>
<td>1.1 Behave in a professional manner within the workplace</td>
<td>• Demonstrating respect to clients and colleagues • Demonstrate good communication skills</td>
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<td></td>
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<td>• Provide good customer service • Explaining the treatment/service/product to the clients</td>
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<tr>
<td></td>
<td>1.2 Use effective communication techniques when dealing with clients</td>
<td>• Demonstrate correct client care and professionalism at all times • Maintain professional appearance, personal hygiene and behaviour</td>
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<td></td>
<td>1.2.1 To include:</td>
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<td></td>
<td></td>
<td>• Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Good listening skills</td>
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<tr>
<td></td>
<td></td>
<td>• Project professionalism, confidence and enthusiasm when providing information</td>
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<td></td>
<td></td>
<td>• Demonstrate positive body language and maintenance of eye contact • Show respect, being aware of interpersonal space</td>
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</tbody>
</table>
| 1.3 Adapt methods of communication to suit different situations and client needs | 1.3.1 To include giving further examples:  
- Verbal communication when dealing with clients face to face, or on the telephone  
- Provision of and/or gathering information for consultation and retail opportunity purposes  
- Non verbal methods to give encouragement and/or convey empathy  
- Use of body language to project professional persona or ‘open’ body language to appear less intimidating  
- Use of Braille home care advice leaflets for blind clients  
- Use of sign language for deaf clients  
- Use of written information for mail shots, or for promotions and advisory purposes  
- Use of telephone to book and/or confirm appointments  
- Use of text message service to confirm appointments  
- E-mail to contact customers  
- Use of websites and ICT to advertise services and treatments |
|---|---|
| 1.4 Use effective consultation techniques to identify treatment objectives | 1.4.1 To include:  
An example of a consultation form can be downloaded from [www.itecworld.co.uk](http://www.itecworld.co.uk)  
Learners should demonstrate knowledge of the importance of the following:  
- Consulting in a private, comfortable area  
- Positive body language  
- Positioning of the client (no barriers between themselves and client)  
- Good communication skills (asking open and/or closed questions where appropriate)  
- Verbal and non-verbal communication  
- Trust  
- Professionalism, confidence and enthusiasm  
- Client lifestyle  
- Client profile  
- Contraindications and contra-actions  
- Outline the benefits of the treatment  
- Importance of planning a treatment programme bearing in mind the client’s religious, moral and social beliefs  
- Agreement to the course of action and treatment methods advised  
- Selection and documentation of treatment products  
- Informed consent  
- Explain as to how the programme will be evaluated and the review process  
- Confidentiality  
- Agree treatment objectives and recommended treatment plan  
- Obtain the client’s signature |
| 1.5 Provide clear recommendations to the client | 1.5.1 To include:  
Based upon consultation, specific treatment analysis and relevant tests, recommendations for ongoing or further treatments, home and aftercare advice retail products and client’s preferences |
| 1.6 Assess the advantages and disadvantages of different types of communication used with clients | 1.6.1 To include:  
• Positive and negative aspects  
• Indirect verbal (via 3rd person)  
• Verbal  
• Non verbal  
• Braille  
• Sign language  
• Text message service  
• Body language  
• Written  
• Telephone  
• E-mail |
|---|---|
| 1.7 Describe how to adapt methods of communication to suit the client and their needs | 1.7.1 To include:  
• Verbal  
• Non verbal  
• Braille  
• Sign language  
• Body language  
• Written  
• Text messaging service  
• Telephone  
• E-mail |
| 1.8 Explain what is meant by the term ‘professionalism’ within beauty related industries | 1.8.1 To include:  
• Consultation process and checking for contraindications  
• Treatment /service explanation  
• Compliance with any particular rights, restrictions and acts applicable to the respective service or treatment  
• Code of practice/ethics  
• Insurance and professional association membership  
• Maintaining client care  
• Protecting client modesty  
• Duty of care  
• Personal appearance and hygiene  
• Trust  
• Confidentiality  
• Never diagnosing  
• Following referral procedures  
• Integrity |
| 1.9 Explain the importance of respecting a client’s ‘personal space’ | 1.9.1 To include:  
• Client comfort and the various aspects which may affect this i.e.,  
• Ethnicity  
• Age  
• Gender  
• Religious beliefs  
• Nationality  
• Sexual orientation  
• Education  
• Physical appearance  
• Etiquette  
• Social class  
• Economic status |
| 1.10 Describe how to use suitable consultation techniques to identify treatment objectives | 1.10.1 To include:  
• Positive body language  
• Positioning of the client (no barriers between themselves and client)  
• Good communication skills (asking open and/or closed questions where appropriate)  
• Verbal and non-verbal communication  
• Good listening skills |
| 1.11 Explain the importance of providing clear recommendations | 1.11.1 To include:  
• Tailoring advice to client’s personal needs based upon consultation, specific treatment analysis and relevant tests  
• Potential for continued and ongoing treatments  
• Correct home and aftercare advice given  
• Appropriate use of retail products in line with client’s preferences  
• Checking for contraindications  
• Scope of treatment(s) /service(s)  
• Demonstrating professionalism  
• Provision of good customer service |
<table>
<thead>
<tr>
<th>2 Be able to manage client expectations</th>
<th>2.1 To include the implications of:</th>
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<tbody>
<tr>
<td>2.1 Maintain client confidentiality in line with legislation</td>
<td>- Data protection Act • Maintaining and storing accurate records and client information • Compliance with current legislation and codes of conduct for written and computer held details • The role of the Information Commissioner’s Office • Only gathering necessary and relevant information – job specific • Storing written and computer held information • Clients having access to written and computer held details • Not transferring information without adequate protection and/or need</td>
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<tr>
<th>2.2 Use retail sales techniques to meet client requirements</th>
<th>2.2.1 To include:</th>
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<tr>
<td></td>
<td>- Good customer relations • Needs based selling • Good listening skills • Promotion of additional products and services • Asking appropriate questions • Identifying opportunities and customising service and/or products to meet client expectations • Product unique selling point • Good body language and eye contact • Provide information demonstrating knowledge of products/services • Explain the benefits and how it should be used • Link selling • Secure client agreement • Close the sale • Incorporate the use of samples • Recap main points of discussion • Record the sale</td>
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<tr>
<th>2.3 Evaluate client feedback</th>
<th>2.3.1 To include:</th>
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<td></td>
<td>- Recording and reviewing feedback • Take note of any recommendations • Store in line with current legislation and professional codes of conduct • Good working practice • Ensuring that client's needs and requirements are met • Verbal feedback • Written feedback/client questionnaire • Thanking clients for their responses • Dealing with any complaints • Passing on feedback to all parties concerned</td>
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<tr>
<th>2.4 Evaluate measures used to maintain client confidentiality</th>
<th>2.4.1 To include the importance of:</th>
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<tr>
<td></td>
<td>- Keeping up to date with current legislation and changes to the Data Protection Act • Completing regular reviews of organisational procedures • Conducting regular staff meetings for provision of information and industry related legislative updates • Having a rigorous client confidentiality policy with regular reviews • Security of information • The role of the Information Commissioner’s Office</td>
</tr>
</tbody>
</table>
| 2.5 Explain the importance of adapting retail sales techniques to meet client requirements | 2.5.1 To include:  
- The use of ‘loss leaders’ to maintain client interest  
- Recognising client trends, fashion, needs and expectations  
- Keeping up to date with changes in the market eg. male market  
- Implementation and maintenance of good stock control, checks and rotation of products  
- The use of loyalty cards and discounts for regular and valued clients  
- Rotating promotions for variety of goods and services  
- Providing excellent customer service  
- Checking and maintaining client satisfaction  
- Use of display tester stands (changed regularly)  
- Trial size products to meet with client approval  
- Integrity |
| --- | --- |
| 2.6 Identify methods of improving own working practices | 2.6.1 To include:  
- Analysing and evaluating performance  
- Reflective practice and self assessment  
- Evaluation of strengths and weaknesses  
- Implementing a staff and/or personal development plan  
- Carrying out developmental activities and Continual Professional Development  
- Regular reviews of performance and provision of updates  
- Analysing and evaluating feedback  
- Being flexible and adapting to change  
- Networking and sharing ideas  
- Monitoring and critically comparing changes made  
- Using specialist consultants and/or business analysts to review practices  
- Set personal and corporate targets that are specific, measurable, agreed, realistic and timed (SMART) |
| 2.7 Describe how to resolve client complaints | 2.7.1 To include:  
- Comply with and follow the establishment complaints policies and procedures  
- Establish who is qualified to deal with the complaint, identify and notify the person in charge  
- Advise the client of procedures  
- Escort the client to a private, comfortable area  
- Allow the client to fully explain their problem without interruption  
- Listen carefully and clarify any unclear points to ensure that the problem is fully understood  
- Show empathy regardless of blame and do not argue  
- Acknowledge problem areas  
- Try to resolve the situation and find a mutually agreeable solution  
- Make any explanations confidently, but calmly  
- Maintain eye contact  
- Apologise for any inconvenience caused by the incident  
- Record details of the complaint and action taken  
- Demonstrate good customer care  
- Maintain accurate records in compliance with Data Protection Act and current legislation |
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<tr>
<th>Assignment Unit 821 - Client Care and Communication in the Beauty Related Industries</th>
<th>Unit 821 - Client Care and Communication in the Beauty Related Industries assignment must be evidence using assignment assessment form AA 821 see <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></th>
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<tr>
<td>Unit 821 - Client Care and Communication in the Beauty Related Industries Assignment Guidance form AG821 may be down loaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></td>
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