

<p>ITEC Level 4</p> <p>Unit 863 – Sales Management in the Hair and Beauty Sector</p> <p>Recommended Minimum Guided Learning Hours – 47</p> <p>Unit Accreditation Number: D/601/4467</p>	
<p>Learning outcome The Learner will:</p> <p>1. Be able to evaluate how to improve the selling skills of employees in the hair and beauty sector</p>	
<p>Assessment Criteria</p>	<p>Taught Content</p>
<p>1.1 Review the ability to identify selling situations and opportunities</p> <p>1.2 Review the selection and use of sales and communication techniques as appropriate during a sales interaction</p> <p>1.3 Evaluate the use of different sales and communication techniques</p> <p>1.4 Evaluate the use of negotiation skills</p> <p>1.5 Evaluate the use of client care skill following a sale</p> <p>1.6 Explain how to select the most appropriate sales techniques for the situation</p>	<p>1.1.1 To include: ▪ Definition of selling ▪ Principles and role of selling within the hair and beauty sector ▪ Situations and opportunities for selling in the hair and beauty sector ▪ Communication ▪ Listening ▪ Winning and closure</p> <p>1.2.1 To include: ▪ Selling and communication techniques i.e. telemarketing, person to person, direct mail ▪ Importance of personal professional image</p> <p>1.3.1 To include: ▪ Different methods of communication used in selling ▪ Selling techniques</p> <p>1.4.1 To include: ▪ Communication ▪ Listening ▪ Appropriate use of language</p> <p>1.5.1 To include: ▪ Rapport ▪ Trust ▪ Open questioning ▪ Benefit matching ▪ Closing the sale ▪ After sales support ▪ Referrals</p> <p>1.6.1 To include: ▪ Telemarketing ▪ Person to person sales ▪ Direct mail ▪ Email ▪ The Internet</p>

1.7 Explain the importance of having product/treatment knowledge when selling	1.7.1 To include: ▪ Market research ▪ The importance of knowledge of the target market ▪ Importance of specialist knowledge in relation to market, product and treatments ▪ Consumer confidence
1.8 Suggest techniques and strategies to improve sales skills and performance	1.8.1 To include: ▪ Roles and qualities of the salesperson ▪ Training methods used to improve selling skills ▪ Customer service ▪ Staff development ▪ Sales targets and methods of increasing revenue ▪ Communication skills
1.9 Analyse the importance of managing clients when selling	1.9.1 To include: ▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Winning and closure ▪ Client management and care during and following a sale
1.10 Explain how negotiation skills can affect a sales interaction	1.10.1 To include: ▪ The selling process ▪ Communication
1.11 Explain the importance of providing client care following a sale	1.11.1 To include: ▪ Referrals ▪ Additional retail opportunities ▪ Marketing support
1.12 Explain the ethical and legal requirements when selling	1.12.1 To include: ▪ Legal and ethical requirements ▪ Consumer Protection Act 1987 ▪ Trades Descriptions Act 1972 ▪ Supply of Goods and Services Act 1982 ▪ The Sale and Supply of Goods Act 1994 ▪ The Sale and Supply of Goods to Consumers Regulations 2002 ▪ The Unfair Contract Terms Act 1977 ▪ The Unfair Terms in Consumer Contracts Regulations 1999

<p>Learning outcome The Learner will:</p> <p>2. Be able to evaluate how to improve sales within businesses in the hair and beauty sector</p>	
<p>Assessment Criteria</p>	<p>Taught Content</p>
<p>2.1 Investigate consumer behaviour and the impact this has on selling</p> <p>2.2. Conduct a competitor analysis</p> <p>2.3 Produce a sales forecast</p> <p>2.4 Produce sales targets based on the sales forecast</p> <p>2.5 Evaluate training methods used to improve selling</p> <p>2.6 Analyse the importance of knowing the target clients and their typical consumer behaviour</p> <p>2.7 Investigate ways to create competitiveness within the business</p> <p>2.8 Evaluate the use of sales forecasts</p>	<p>2.1.1 To include: ▪ Consumer behaviour ▪ Buying signals ▪ The stages of the selling process ▪ Client management and care during and following a sale</p> <p>2.2.1 To include: ▪ The importance of competitor analysis ▪ Competitiveness</p> <p>2.3.1 To include: ▪ The methods and importance of sales forecasting ▪ Outline of data required for sales forecasting ▪ Methods of sourcing and analysis of data ▪ Spreadsheets ▪ Databases ▪ Methods of presenting data for sales forecasting</p> <p>2.4.1 To include: ▪ Sales target documentation</p> <p>2.5.1 To include: ▪ Target setting ▪ Incentives ▪ Customer service</p> <p>2.6.1 To include: ▪ Market research ▪ The importance of knowledge of the target market ▪ Consumer behaviour</p> <p>2.7.1 To include: ▪ Promotions ▪ Staff incentives ▪ Client incentives</p> <p>2.8.1 To include: ▪ Budgets ▪ Cash flow</p>

<p>2.9 Explain the importance of producing sales targets</p> <p>2.10 Explain how training methods can be used to improve sales</p>	<p>2.9.1 To include:</p> <ul style="list-style-type: none"> ▪ Forecasting ▪ Operational objectives ▪ Short and long-term goals ▪ Cash-flow ▪ Stock control ▪ Resources <p>2.10.1 To include:</p> <ul style="list-style-type: none"> ▪ Continuous professional development ▪ Staff motivation ▪ Staff incentives
<p>Unit 863 – Sales Management in the Hair and Beauty Sector</p> <p>Assignment All Learners will be assessed via an assignment for this unit. For details please see www.itecworld.co.uk</p>	<p>Unit 863 - Sales Management in the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk</p>