

1. Title	Sell beauty products and services
2. Code	BEZZCS201A
3. Range	Understand the types and effects of the beauty products and services provided by the organization, and apply good marketing techniques to facilitate transaction at beauty-related workplaces.
4. Level	2
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the beauty products and services provided by the organization, good marketing techniques</p> <ul style="list-style-type: none"> ◆ Understand the beauty products and services provided by the organization <ul style="list-style-type: none"> • Beauty products, such as: <ul style="list-style-type: none"> ▸ Beauty product types ▸ Various beauty product brands and their history ▸ Ingredients/effects/uses ▸ Price • Beauty services, such as: <ul style="list-style-type: none"> ▸ Facial skin and body care ▸ Eyebrow and eyelash care ▸ Temporary hair removal and tinting ▸ Manicure and nail art ▸ Make-up service ▸ Naprapathy and hot stone care ▸ Aromatherapy ◆ Understand the characteristics and requirements of beauty counter services ◆ Understand customers' psychology in buying beauty products, including: <ul style="list-style-type: none"> • Types of customers • Buying psychology of customers ◆ Understand the market trend of beauty products, including: <ul style="list-style-type: none"> • Beauty product trend • New beauty products and instruments ◆ Other sales facilitating measures <ul style="list-style-type: none"> • Payment method • Delivery • Other relevant product promotion

	<p>6.2 Promote the sales of beauty products and services</p> <ul style="list-style-type: none"> ◆ Master the knowledge relating to beauty products and services, customers' psychology in buying beauty products and product trend of the beauty market, apply good marketing techniques to the sales of the beauty products and services provided by the organization, including: <ul style="list-style-type: none"> • Devising marketing methods • Determining the location and time for launching marketing strategy ◆ Answer customers' enquiries correctly and politely to complete transaction
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to understand the beauty products and services provided by the organization, and apply good marketing techniques to facilitate transaction; and (ii) Capable to answer customers' enquiries accurately in a polite manner to complete transaction.
8. Remarks	