

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Marketing & Customer Service**

Title	Sell Professional Hairdressing Products and Services to Customers
Code	105393L1
Range	This unit of competency (UoC) is applicable in salons. Practitioners should be able to apply knowledge of hairdressing products and services to sell hairdressing products and services to customers in daily working environment under the supervision of superiors.
Level	1
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of professional hairdressing products and services <ul style="list-style-type: none"> <li>• Know about the organization's hairdressing products, service types and their prices</li> <li>• Understand the importance of good service attitude</li> <li>• Know about basic selling skills</li> <li>• Understand customer rights and responsibilities</li> <li>• Know about frontline staff's duties and authority</li> <li>• Understand the working guidelines and sales procedures established by the organization</li> </ul> </li> <li>2. Sell professional hairdressing products and services to customers in salons <ul style="list-style-type: none"> <li>• Build good relations with customers to understand their preferences, demand and expectations on hairdressing service or products, and sell hairdressing products and services catering to customer demand according to publicity focus and goal of the organization</li> <li>• Explain correctly under instruction to customers the functions, effects, safety and charges, etc. of products or service recommended</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Apply interpersonal communication skills to build and maintain quality customer service</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Apply good customer service skills to understand customers' product/service needs, and sell hairdressing products and services under instruction and according to the organization's guidelines.</li> </ul>
Remark	