

Specification of Competency Standards of the Beauty and Hairdressing Industry

**Unit of Competency**

**Functional Area: Marketing & Customer Service**

|                     |   |
|---------------------|---|
| Title               | Sell Hairdressing Products, Tools and Equipment to Customers*   |
| Code                | 105396L2  |
| Range               | This unit of competency (UoC) is applicable in hairdressing business locations. Practitioners should be able to promote and sell hairdressing products, tools and equipment to customers* under supervision and according to the code of practice established by the organization.  |
| Level               | 2   |
| Credit              | 3 (for reference only)  |
| Competency          | <p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of selling salon products and equipment <ul style="list-style-type: none"> <li>• Understand the sales goal, policy and procedures established by the organization</li> <li>• Master the features, strengths and weaknesses of products of the organization</li> <li>• Know about good selling skills and their importance, including: <ul style="list-style-type: none"> <li>• Understand customer needs</li> <li>• Arouse customers' interest</li> <li>• Establish good interpersonal relationship</li> <li>• Observe body language</li> <li>• Facilitate transactions</li> </ul> </li> <li>• Understand basic customer relationship management (CRM) concepts</li> </ul> </li> <li>2. Sell hairdressing products, tools and equipment to salons <ul style="list-style-type: none"> <li>• Set up a simple customer visit plan</li> <li>• Establish good communication relationship with customers in order to understand the needs of customers*</li> <li>• Apply good selling skills to correctly introduce and actively promote the features, functions and use of products and equipment, so as to facilitate transactions</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Apply good interpersonal communication skills to establish and maintain quality customer service relations</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 selling skills and CRM according to corporate guidelines and sales policy to complete the transactions successfully.</li> </ul>  |
| Remark              | *Starting from 10 March 2021, ITAC agreed changing "salons or (hairdressing) retailers" to "customers."   |