
What you must know

You must be able to:

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- 1** Describe the benefits to the salon of promoting services and products to the client

 - 2** Describe the listening and questioning techniques used for promotion and selling

 - 3** Describe the different consultation techniques used to promote products and services

 - 4** Explain the terms 'features' and 'benefits' as applied to services and products

 - 5** Describe the principles of effective face-to-face communication

 - 6** State the importance of effective personal presentation

 - 7** State the importance of good product and service knowledge

 - 8** Outline the stages of the sale process

 - 9** Describe how to interpret buying signals

 - 10** Describe how to secure agreement and close the sale

 - 11** Explain the legislation that affects the selling of services and products

 - 12** Describe methods of payment for services and products

COMMUNICATION SHEET

	1 mark	2 marks	3 marks
2 Use suitable communication techniques to promote products and services	Uses basic communication techniques Example: uses closed questions	Uses good communication techniques Examples: uses open and closed questions, uses visual aids, aware of own body language	Uses excellent communication techniques Examples: uses open and closed questions, good use of visual aids, effective use of body language, repeats instructions clearly to gain confirmation
3 Identify services and/or products to meet requirements of the client	Correctly identifies the main feature and benefit of the product or service	Correctly identifies two main features and benefits of the product or service	Correctly identifies all features and benefits of the product or service
5 Give accurate and relevant information to the client	Gives basic advice and information Example: describes the main feature and benefit of the suitable product or service	Gives good advice and information Examples: describes the use of products, describes two benefits and features of the suitable product or service	Excellent level of advice given Examples: describes all benefits and features of the suitable product or service, makes clear reference to the product or service meeting the client's requirements

EXERCISE:

-Search on the Google Ebeauty app.

Prepare a Power Point presentation in which you describe the functions, disadvantages and advantages of using it.

-Download the app and set the crm, the warehouse and try to produce graphs.

How was the use? What's your opinion? Try searching for other similar apps and make a comparison.



