

Domain**HAIRDRESSING****Title:****Promote and conduct sales in a
hairdressing salon****Level: 4****Credits: 4****Purpose**

This unit standard specifies the competencies required to promote and conduct sales in a salon. It includes procedures for identifying and applying sales opportunities, presenting product(s) and services to prospective clients, and negotiation and/or agreeing terms and conditions of sales. This unit standard is intended for those who work as hairdressers.

Special Notes

1. Entry information:
 - Prerequisite
 - Unit 632 – *Apply personal health and safety routines in a hairdressing salon environment* or demonstrated equivalent knowledge and skills.
2. Assessment evidence may be collected from a real workplace or a simulated real workplace or an appropriate simulated realistic environment in which cosmetology operations are carried out.
3. All procedures associated with the use of tools, equipment and products shall comply with manufacturers' specifications and/or workplace guidelines and instructions.
4. Glossary of terms:
 - '*specifications*' refers to any, or all of the following: manufacturers' product instructions and recommendations, workplace specific requirements
 - '*promotion*' involves disseminating information about a product, product line, brand, or company.
5. Performance of all elements in this unit standard must comply with industry standards.
6. Regulations and legislation relevant to this unit standard include the following:
 - Labour Act, No. 11, 2007
 - Occupational Health and Safety Regulations No. 18, 1997 and all subsequent amendments.

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on www.nta.com.na

Elements and Performance Criteria

Element 1: Identify and apply sales opportunities

Performance Criteria

- 1.1 Client types are identified in line with accepted industry techniques and salon requirements.
- 1.2 Clients' needs are accurately identified within an industry specific context.
- 1.3 Client scope and level of disposal income is identified in line with the requirements of the specific product(s).
- 1.4 Sales opportunity presentation methodology is identified and applied in line with needs, availability and payment structure.

Element 2: Present product(s) and services to prospective client

Performance Criteria

- 2.1 Information relating to the product(s) and/or services is presented in such a manner as to generate and maintain client's interest.
- 2.2 All product(s) related information is accurately provided in a manner conducive to achieve sales.
- 2.3 Features and benefits are explained to the client in a manner suitable to the type of product(s) and client.
- 2.4 Quality versus quantity is explained to the client as applicable to the particular product(s).

Element 3: Negotiate and/or agree terms and conditions of sales

Performance Criteria

- 3.1 Items requiring agreement are identified to the satisfaction of the client and salon requirements.
- 3.2 Agreement is reached on the supply of the product(s) and/or service which meet all parties' requirements.
- 3.3 Agreements are formalised and documented in line with salon procedures.

Registration Data

Subfield:	Beauty Services
Date first registered:	July 2010
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Body responsible for review:	Namibia Training Authority

