

ITEC Level 1 Certificate in Hair and Beauty Salon Services

Unit 72 Communication in a Hair or Beauty Salon

Recommended guided learning hours – 25

| Unit 72 Communication in a Hair or Beauty Salon | |
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| Learning outcome | Underpinning knowledge |
| Students will be able to: | |
| 1) Demonstrate ability to communicate effectively with clients | To include: <ul style="list-style-type: none"> • Being polite at all times • Being honest • Facial expressions • Body language • Looking people in the eye when speaking to them • Listening • Speaking clearly |
| 2) Understand why conversation should be ethical and client led | To include: <ul style="list-style-type: none"> • Not causing embarrassment to self, client or staff • There may be issues the client does not want to discuss e.g. politics, religion, race, sex, financial, emotional • Never discuss other clients/salons |
| 3) Demonstrate ability to communicate politely and effectively on the telephone | To include: <ul style="list-style-type: none"> • Stating the salon name when answering the telephone • Asking how you may help • Not interrupting the client • Speaking clearly and not too fast |
| 4) Understand the meaning of negative feedback | To include: <ul style="list-style-type: none"> • Client dissatisfaction with the way in which their booking was made • Client dissatisfaction with their treatment • Client dissatisfaction with a product |
| 5) Understand and explain how to deal with negative feedback | To include: <ul style="list-style-type: none"> • Allow the client to speak freely • Ascertain why the feedback is negative • Listen carefully • Do not interrupt • Do not argue • Defer to a senior member of staff |
| 6) Understand the importance of maintaining good working relationships | To include: <ul style="list-style-type: none"> • With other receptionists/therapists/hairdressers within a team • As part of team • With clients • With suppliers |
| 7) Demonstrate ability to communicate effectively with colleagues | To include: <ul style="list-style-type: none"> • Being polite at all times • Showing a positive attitude when asked to help • Offering help without having to be asked • Showing enthusiasm for the job |