

# SKABT0918 (SQA Unit Code - F7EY 04)

## Promote additional services or products to clients



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### Overview

Services or products are continually changing in salons to keep up with clients' expectations.

By offering new or improved services and products your salon can increase client satisfaction. Many salons must promote these to be able to survive in a competitive world. However, it is equally important for salons that are not in competitive environments to encourage their clients to try new services or products.

This unit is all about your need to keep pace with new developments and to encourage your clients to take an interest in them. Clients expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from your salon to give them a greater choice.

The main outcomes of this unit are:

1. identify additional services or products that are available
2. inform clients about additional services or products
3. gain client commitment to using additional services or products

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### Performance criteria

*You must be able to:*

- P1 **identify additional services or products that are available** by
  - P1.1 updating and developing your knowledge of your salon's services or products
  - P1.2 checking with others when you are unsure of new service or product details
  - P1.3 identifying appropriate services or products that may interest your client
  - P1.4 spotting opportunities for offering your client additional services or products that will improve their client experience
- P2 **inform clients about additional services or products** by
  - P2.1 choosing the most appropriate time to inform your client about additional services or products
  - P2.2 choosing the most appropriate method of communication to introduce your clients to additional services or products
  - P2.3 giving your client accurate and sufficient information to enable them to make a decision about the additional services or products
  - P2.4 giving your client time to ask questions about the additional services or products.
- P3 **gain client commitment to using additional services or products** by
  - P3.1 closing the discussion appropriately if your client shows no interest
  - P3.2 giving relevant information to move the situation forward when your client shows interest
  - P3.3 securing client agreement and checking client understanding of the delivery of the service or product
  - P3.4 taking action to ensure prompt delivery of the additional services or products to your client
  - P3.5 refer your client to others or to alternative sources of information if the additional services or products are not your responsibility

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### Knowledge and understanding

*You need to know and understand:*

#### **Salon requirements**

- K1 your salon's procedures and systems for encouraging the use of additional services or products

*You need to know and understand:*

#### **Service and product promotion**

- K2 how the use of additional services or products will benefit your clients
- K3 how your client's use of additional services or products will benefit your salon
- K4 the main factors that influence clients to use your services or products
- K5 how to introduce additional services or products to clients outlining their benefits, overcoming reservations and agreeing to provide the additional services or products
- K6 how to give appropriate, balanced information to clients about services or products

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