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## Overview

This standard is about providing a comprehensive consultation and advisory service to clients. Client consultation is critical to the success of all technical services ensuring that you fully engage with your client to meet their needs and expectations.

Client consultation is the foundation to establishing and building your client relationship and it is important that a variety of communication skills are demonstrated to gather key information. Making suitable recommendations for services and products based on this information and the results of your analysis of their hair, skin and scalp is an essential part of this standard.

The ability to provide advice including alternative courses of action, such as referral to other specialists, is also a requirement.

To carry out this standard, you will also need to maintain a professional personal appearance and a high level of health, safety and hygiene throughout your work.

The main outcomes of this standard are:

1. establish client requirements
2. analyse the hair, skin and scalp
3. review options and agree on a course of action
4. advise clients on hair maintenance and management

**Performance  
criteria**

**Establish client requirements**

- You must be able to:
- P1 use **consultation techniques** in a courteous and supportive manner
  - P2 ask relevant questions in a way your **client** will understand
  - P3 use visual aids to present clients with suitable ideas to help them reach a decision
  - P4 encourage your **client** to express their wishes, views and concerns and allow sufficient time for them to do this
  - P5 explain the **implications** of agreed hairdressing services in a way your **client** can understand

**Analyse the hair, skin and scalp**

- You must be able to:
- P6 ensure your personal hygiene, protection and appearance meets accepted industry and organisational requirements
  - P7 conduct visual checks and any necessary tests on the hair, skin and scalp to meet specified procedures
  - P8 identify from your client's previous records, when available, any factors likely to affect future services
  - P9 identify **factors limiting or affecting services** and the choice of products
  - P10 recommend suitable **courses of action** if your client's needs cannot be met
  - P11 deal with analysis problems

**Review options and agree on a course of action**

- You must be able to:
- P12 reflect, clarify and review products and service options available to the **client**
  - P13 agree services, products and outcomes that are acceptable to your **client** and meet their needs
  - P14 base recommendations on the outcomes of your analysis of the client's **hair characteristics** and **hair classifications**, skin and scalp condition
  - P15 make suggestions about alternative services and products if you decide your client's requirements are unrealistic
  - P16 ensure your **client** records are up-to-date, accurate and complete

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**Advise clients on hair maintenance and management**

- You must be able to:
- P17 identify your client's current hair care regime
  - P18 explain the impact of your client's current hair care regime on future hairdressing services
  - P19 give your **client** advice on ways of improving their current hair care regime.

**Knowledge and understanding**

**Establish client requirements**

**You need to know and understand:**

- K1 the importance of creating a setting in which clients feel comfortable
- K2 how to explore clients' expectations, concerns and needs and explain any service limitations
- K3 the importance and means of showing the client courtesy, empathy and sensitivity throughout their visit
- K5 how to use effective consultation techniques when communicating with clients from different cultural and religious backgrounds, age, disabilities and gender
- K6 the importance of not discriminating against clients with illnesses and disabilities and why
- K7 the importance of engaging in conversation and making openings in conversations to encourage clients to speak
- K8 the different types of visual aids that can support client consultation
- K9 the types of additional sources of services, treatments and support that may be of interest to clients
- K10 the cost and frequency of maintenance for all services
- K11 the duration, commitment and time required to carry out and maintain services
- K12 the implications of changes to their existing hair and scalp regime
- K13 your responsibilities under current relevant **health and safety legislation** and any other relevant legislation
- K14 your legal responsibilities under current consumer and retail legislation for describing the features and benefits of products and services

**Analyse the hair, skin and scalp**

**You need to know and understand:**

- K15 your responsibilities and reasons for maintaining your own personal hygiene, protection and appearance
- K16 the importance of carrying out tests and the potential consequences of failing to do so
- K17 the types and purposes of tests
- K18 salon procedures and manufacturer's instructions in relation to conducting

tests

- K19 the basic structure of hair and skin
- K20 the growth cycle of hair
- K21 how different **factors** limit or affect the services and products that can be offered to clients
- K22 how to visually recognise **adverse hair and scalp conditions**
- K23 the importance of, and reasons for, not naming specific conditions when referring clients to a general practitioner or trichologist
- K25 your salon's policy for referring clients to other salons, sources and professionals
- K26 the role of other professional such as pharmacist, trichologist, general practitioner, and the specialist services that they can offer
- K27 the limits and boundaries of your duties and responsibilities and why it is important to explain these to the client

#### **Review options and agree on a course of action**

You need to know  
and understand:

- K28 the importance of confirming and recording the course of action that is to be taken for the client
- K29 how different types of hair characteristics impact on products and services
- K30 how different types of hair classification impacts on products and services
- K31 how to complete the client records used in your organisation and the importance and reasons for gaining client consent.
- K32 the importance of the correct completion, storage and security of client records
- K33 the importance of confidentiality and what might happen if this is not maintained

#### **Advise clients on hair maintenance and management**

You need to know  
and understand:

- K34 the importance of providing **advice and recommendations** on the products and services provided in the salon
- K35 how to maintain their agreed style

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**Additional information**

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| <b>Scope/range related to performance criteria</b> | <b>1</b> | <b>Client</b>   |
|  | 1.1      | new   |
|  | 1.2      | regular   |
|  | <b>2</b> | <b>Consultation techniques</b>                                    |
|  | 2.1      | questioning   |
|  | 2.2      | observation   |
|  | <b>3</b> | <b>Implications</b>   |
|  | 3.1      | cost and frequency of maintenance                                 |
|  | 3.2      | limitations to other services                                     |
|  | 3.3      | changes to their existing hair and scalp care regime              |
|  | <b>4</b> | <b>Factors limiting or affecting services</b>                     |
|  | 4.1      | adverse hair, skin and scalp conditions                           |
|  | 4.2      | incompatibility of previous services and products used            |
|  | 4.3      | client's lifestyle  |
|  | 4.4      | test results  |
|  | <b>5</b> | <b>Courses of action</b>  |
|  | 5.1      | offering information, advice and guidance                         |
|  | 5.2      | referral to sources of support in line with your salons procedure |
|  | <b>6</b> | <b>Hair characteristics</b>                                       |
|  | 6.1      | hair density  |
|  | 6.2      | hair texture  |

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- 6.3 hair elasticity
  - 6.4 hair porosity
  - 6.5 hair condition
  - 6.6 hair growth patterns

**7 Hair classification**

- 7.1 Type 1 – straight hair
- 7.2 Type 2 – wavy hair
- 7.3 Type 3 – curly hair
- 7.4 Type 4 – very curly hair

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| <b>Scope/range related to knowledge and understanding</b> | <b>1</b> | <b>Health and safety legislation</b>  |
|   |          | your responsibilities under current relevant health and safety legislation, standards and guidance such as Health and Safety at Work Act and other relevant legislation |
|   |          | 1.1. Health and Safety at Work Act  |
|   |          | 1.2. The Reporting of injuries, Diseases and Dangerous Occurrence Regulations (RIDDOR)  |
|   |          | 1.3. The Health and Safety (First Aid) Regulations  |
|   |          | 1.4. The Regulatory Reform (Fire Safety) order  |
|   |          | 1.5. The Manual Handling Operations Regulations   |
|   |          | 1.6. The Control of Substances Hazardous to Health Regulations (COSHH)  |
|   |          | 1.7. The Electricity at work Regulations  |
|   |          | 1.8. The Environmental Protection Act   |
|   |          | 1.9. The Management of Health and Safety at Work Regulations  |
|   |          | 1.10. The Health and Safety (information for Employees) Regulations   |
|   |          | 1.11. Data Protection Act   |
|   |          | 1.12. Working Time Directives   |
|   |          | 1.13. Cosmetic Products Regulations   |
|   |          | 1.14. Sale of Goods Act   |
|   |          | 1.15. Distance Selling Act  |
|   |          | 1.16. Trade Descriptions Act  |
|   |          | 1.17. Consumer Protection legislation   |
|   |          | 1.18. Disability Discrimination Act   |
|   | <b>2</b> | <b>Adverse hair and scalp conditions</b>  |
|   |          | how to visually recognise <b>adverse hair and scalp conditions</b> and contra-indications:  |
|   |          | 2.1. ringworm   |
|   |          | 2.2. impetigo   |
|   |          | 2.3. scabies  |



- 2.4. eczema
- 2.5. alopecia
- 2.6. psoriasis
- 2.7. folliculitis
- 2.8. dandruff
- 2.9. keloid scarring
- 2.10. ingrowing hair
- 2.11. head lice

### **3 Factors limiting or affecting services**

how different factors limit or affect the services and products that can be offered to clients

- 3.1 adverse hair, skin and scalp conditions
- 3.2 incompatibility of previous services and products used
- 3.3 client's lifestyle
- 3.4 test results

### **4 Advice and recommendations**

- 4.1 Additional services
- 4.2 Addition products

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**Values**

1. The following key **values** underpin the delivery of services in the hair and barbering sector:
  - 1.1 a willingness to learn
  - 1.2 the completion of services in a commercially viable time
  - 1.3 meeting both organisational and industry standards of appearance
  - 1.4 ensuring personal hygiene and protection meets accepted industry and organisational requirements
  - 1.5 a flexible working attitude
  - 1.6 a team worker
  - 1.7 maintaining customer care
  - 1.8 a positive attitude
  - 1.9 personal and professional ethics
  - 1.10 the ability to self manage
  - 1.11 creativity skills
  - 1.12 excellent verbal and non-verbal communication skills
  - 1.13 the maintenance of effective, hygienic and safe working methods
  - 1.14 adherence to workplace, suppliers or manufacturers' instructions for the safe use of equipment, materials and products
  - 1.15 leadership skills

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**Behaviours**

- 1 The following **behaviours** underpin the delivery of services in the hair and barbering sector. These behaviours ensure that clients receive a positive impression of both the salon and the individual:
  - 1.1 meeting the salon's standards of behaviour
  - 1.2 greeting the client respectfully and in a friendly manner
  - 1.3 communicating with the client in a way that makes them feel valued and respected
  - 1.4 identifying and confirming the client's expectations
  - 1.5 treating the client courteously and helpfully at all times
  - 1.6 keeping the client informed and reassured
  - 1.7 adapting behaviour to respond effectively to different client behaviour
  - 1.8 responding promptly to a client seeking assistance
  - 1.9 selecting the most appropriate way of communicating with the client
  - 1.10 checking with the client that you have fully understood their expectations
  - 1.11 responding promptly and positively to the client's questions and comments
  - 1.12 allowing the client time to consider the response and give further explanation when appropriate
  - 1.13 quickly locating information that will help the client
  - 1.14 giving the client the information they need about the services or products offered by the salon
  - 1.15 recognising information that the client might find complicated and checking whether they fully understand
  - 1.16 explaining clearly to the client any reasons why their needs or expectations cannot be met

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**Glossary**

**1 Hair classification** (this is a guideline only)

Type 1 – Straight hair

- 1.1 Fine/Thin – hair tends to be very soft, shiny and oily, and it can be difficult to hold a curl.
- 1.2 Medium – hair has lots of volume and body.
- 1.3 Coarse – hair is normally extremely straight and difficult to curl.

Type 2 – Wavy hair

- 2.1 Fine/Thin – hair has a definite “S” pattern. Normally can accomplish various styles
- 2.2 Medium – hair tends to be frizzy and a little resistant to styling.
- 2.3 Coarse – hair is also resistant to styling and normally very frizzy; tends to have thicker waves.

Type 3 – Curly hair

- 3.1 Loose curls – hair tends to have a combination texture. It can be thick and full with lots of body, with a definite “S” pattern. It also tends to be frizzy.
- 3.2 Tight curls – also tends to have a combination texture, with a medium amount of curl.

Type 4 – Very curly hair

- 4.1 Soft – hair tends to be very fragile, tightly coiled and has a more defined curly pattern.
- 4.2 Wiry – also very fragile and tightly coiled; however with a less defined curly pattern – has more of a “Z” pattern shape.

**2 Hair characteristics** includes the following:

- 2.1 hair density
- 2.2 hair texture
- 2.3 hair elasticity
- 2.4 hair porosity

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- 2.5 hair condition
  - 2.6 hair growth patterns
  
  - 3 Special advice prior to visit**
  
  - 3.1 special clothing requirements
  - 3.2 tests required
  - 3.3 treatments and services to avoid

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