
Overview

This standard is about working with others to plan, implement and evaluate promotional activities. The ability to competently present information and interact with the public whilst demonstrating skills is a particularly important aspect of this standard.

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

The main outcomes of this standard are:

- 1 contribute to the planning and preparation of promotional activities
- 2 implement promotional activities
- 3 participate in the evaluation of promotional activities

**Performance
criteria**
Contribute to the planning and preparation of promotional activities

- You must be able to:
- P1 make recommendations to the relevant person for suitable **promotional activities** and identify the potential benefits for the business
 - P2 identify and agree specific, measurable, achievable, realistic and time bound **objectives** and target groups for the activity with the relevant person(s)
 - P3 agree requirements for the activity with all relevant persons in sufficient detail to allow the work to be planned
 - P4 produce an agreed plan showing the:
 - P4.1 type of promotional activity
 - P4.2 **objectives** of the activity
 - P4.3 roles and responsibilities of others involved
 - P4.4 resource requirements
 - P4.5 preparation and implementation activities
 - P4.6 timescales
 - P4.7 budget
 - P4.8 methods of evaluation
 - P5 agree a plan that takes into account any legal requirements, when necessary
 - P6 ensure resources are available to meet the planned timescale

Implement promotional activities

- You must be able to:
- P7 implement **promotional activities** to meet the agreed plan
 - P8 adapt **promotional activities**, when necessary, in response to changed circumstances and or problems
 - P9 use resources effectively throughout the **promotional activities**
 - P10 communicate the essential features and benefits of products and services to the target group
 - P11 use methods of communication that are suitable for the type of promotional activity being undertaken
 - P12 present information in logical steps
 - P13 encourage the target group to ask questions about the services and products being promoted

- P14 respond to questions and queries in a way which promotes goodwill and enhances the salon image
- P15 actively encourage the target group to take advantage of the services and products being promoted
- P16 clear away products and equipment at the end of the **promotional activities**, when necessary, to meet the requirements of the venue

Participate in the evaluation of promotional activities

- You must be able to:
- P17 use the methods agreed in your promotional activity plan to gain feedback from the relevant sources
 - P18 collate and record the information gained from the feedback using a clear format and method of presentation
 - P19 draw conclusions on the effectiveness of the promotional activity in meeting the agreed **objectives**
 - P20 participate in discussions giving a clear and well structured summary of the results of the evaluation
 - P21 make recommendations for improvements to any future **promotional activities** based upon the outcomes of your evaluation

**Knowledge and
understanding**

Contribute to the planning and preparation of promotional activities

**You need to know
and understand:**

- K1 the practical requirements and restrictions of any venue
- K2 the contract requirements, local bye-laws and legislation which could restrict your promotional activity in any venue used
- K3 the importance of considering health and safety and other legal requirements
- K4 the health and safety procedures applicable to any venue you use
- K5 the potential hazards you must consider when working at any venue
- K6 the steps that should be taken to minimise risks when working at an external venue
- K7 the purpose and value of detailed and accurate planning
- K8 the type of resourcing requirements necessary for promotional activities such as individuals, tools and equipment, materials, time, venue
- K9 how the nature of the target group can influence the choice of promotional activity
- K10 how to match types of promotional activities to objectives
- K11 how to present a plan for promotional activities
- K12 why it is important to consider methods of evaluation at the planning stage
- K13 how to write objectives that are SMART; Specific, Measurable, Achievable, Realistic and Time bound objectives
- K14 the importance of working to a budget
- K15 where and how to obtain resources
- K16 the importance of clearly defining the roles and responsibilities of those involved in promotional activities
- K17 the importance of allocating roles and responsibilities to match an individual's competence levels
- K18 the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity
- K19 the types of foreseeable problems that occur and ways of resolving them

Implement promotional activities

You need to know
and understand:

- K20 the features and benefits of the products and or services being promoted
- K21 how to recognise buying signals and to close sales
- K22 the difference between the features of a product or service and the benefits of a product or service
- K23 how to tailor your presentation of the benefits of products and or services to meet individual needs and interests
- K24 how and when to participate in discussions
- K25 how to give a short presentation taking into account the timing, pace, use of voice and use of graphics
- K26 methods of presenting information such as pictorially, graphically, verbally
- K27 methods of creating a visual impact
- K28 how and when to make openings to encourage others to ask questions
- K29 how to answer questions and manage queries in a way likely to maintain goodwill

Participate in the evaluation of promotional activities

You need to know
and understand:

- K30 the purpose of evaluation activities
- K31 the areas of the promotional activity which should be evaluated
- K32 the most suitable methods of gaining feedback for the promotional activities in the range
- K33 how to collate, analyse and summarise evaluation feedback in a clear and concise way
- K34 suitable ways of formatting and producing an evaluation report

Additional information

- Scope/range related to performance criteria**
- 1 **Promotional activities** are
 - 1.1 demonstrations
 - 1.2 displays
 - 1.3 advertising campaigns

 - 2 **Objectives** are
 - 2.1 to enhance salon image
 - 2.2 to increase salon business

Scope/range related to knowledge and understanding	1	the importance of considering health and safety and other legal requirements
	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

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

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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