

Demonstrate beauty products to retail customers

Overview

This standard is about demonstrating the features and benefits of beauty products to retail customers.

This standard is for owners, managers, department managers, team leaders and sales/customer service assistants.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Demonstrate beauty products to retail customers

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Performance criteria

You must be able to:

1. collect all the tools, materials and products required for an effective and hygienic demonstration of beauty products to retail customers
2. obtain retail customers' permission to carry out the demonstration
3. explain to retail customers clearly and in sufficient detail which beauty products are going to be applied and why
4. check with retail customers whether they are allergic to any beauty products or ingredients, and take care not to apply any of these
5. follow your retail organisation's grooming guidelines and maintain your personal hygiene whilst demonstrating beauty products
6. protect retail customers' hair and clothing from coming into contact with the beauty products being demonstrated
7. apply beauty products in a logical sequence, using effective and hygienic techniques
8. explain clearly the features and benefits that are required to gain retail customers' interest in making a purchase of the beauty products being demonstrated
9. complete demonstrations taking into consideration retail customers' time pressures
10. check whether retail customers want any adjustments made to the beauty products that have been applied
11. clear away promptly the equipment and beauty products at the end of the demonstration to reduce retail customers' waiting time
12. give retail customers the opportunity to look in a mirror at the end of the demonstration ensuring the light and angle of the mirror promote the beauty products that have been applied

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Knowledge and understanding

You need to know and understand:

1. the purpose and value of demonstrations in promoting and selling beauty products
2. the tools, materials and products required for demonstrating beauty products effectively and hygienically
3. how your personal hygiene and grooming contribute to making the demonstration comfortable for the retail customer
4. why the retail customer's permission must be gained for the demonstration
5. how to protect the retail customer's hair and clothing from contact with the beauty products being demonstrated
6. the opinions and concerns that retail customers typically have about demonstrations of beauty products and how to tackle these
7. the difference between features and benefits of beauty products
8. the features and benefits of the beauty products your retail organisation is responsible for demonstrating
9. techniques for applying products effectively and hygienically
10. how to organise demonstrations into logical steps and stages, and the importance of doing so
11. how to communicate clear and accurate information before and during demonstrations
12. why equipment and products should be cleared away promptly at the end of the demonstration to reduce retail customers' waiting time

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Links to other NOS PPL.C205 Help retail customers choose products
PPL.C254 Maintain the retail customer record-card system in a retail organisation

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