



Australian Government

**Assessment Requirements for
SHBHIND003 Develop and expand a client
base**

Release: 1

Assessment Requirements for SHBHIND003 Develop and expand a client base

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- proactively promote these types of hair products and services to clients:
 - hair and scalp treatments
 - new haircut designs
 - home hair care products
 - loyalty programs
 - rebooking services
- research two new products and two new services using at least two of the following methods:
 - reading trade, hair and fashion magazines
 - attending trade shows and industry product launches
 - reading product and service information
 - obtaining information from professional industry associations
 - discussions with colleagues
- share the information collected with colleagues, through informal discussions.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- full details of the salon's:
 - products and services range
 - client loyalty programs
 - client management database
- role of hairdressers and barbers in maximising business performance through effective sales and promotion
- different client types and their product and service preferences
- professional ethics for promoting hair products and services:
 - honesty about ability of products and services to meet client preferences and needs
 - using positive statements
 - using confirmed appraisals of the efficacy of products and services

- ways of presenting and promoting products and service to meet different client communication styles
- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling add ons and complementary products
 - overcoming customer objections
 - closing techniques
- methods used to research new products and services:
 - reading trade, hair and fashion magazines
 - attending trade shows and industry product launches
 - reading product and service information
 - obtaining information from professional industry associations
 - discussions with colleagues
- organisational client service policies and procedures.

Assessment Conditions

Skills must be demonstrated in a hairdressing or barbering environment; this can be:

- a hairdressing or barbering industry workplace or
- a simulated hairdressing or barbering workplace, set up for the purpose of skills assessment that provides services to paying members of the public.

Assessment must ensure use of:

- paying clients with whom the individual can interact; these can be:
 - clients in a hairdressing or barbering industry workplace, or
 - clients in a simulated hairdressing or barbering workplace within a training organisation who have the expectation that the services provided reflect those of a commercial business
- a client reception and sales area with:
 - reception desk
 - computer with booking software currently used by the hairdressing industry
 - telephone system
 - point-of-sale system, including credit card and EFTPOS facilities
 - display of professional products for retail sale
 - information on customer loyalty programs
- a hairdressing or barbering services workstation with:
 - one mirror per workstation
 - one adjustable client services chair per workstation

- clean client gowns or wraps
- clean client towels
- one operator trolley per workstation stocked with tools that match the particular service being delivered
- a diverse professional range of hair products that match the requirements of the particular service being delivered
- organisational client service policies and procedures.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors; and:

- hold a Certificate III in Hairdressing, or a Certificate III in Barbering, or a Certificate IV in Hairdressing, or be able to demonstrate equivalence of competencies; and
- have at least three years full time employment experience as a hairdresser in a salon environment where they have applied the skills and knowledge covered in this unit of competency to assess this unit as **part of a hairdressing qualification**; this cannot include any indentured traineeship or apprenticeship period; **or**
- have at least three years full time employment experience as a barber in a shop or salon environment where they have applied the skills and knowledge covered in this unit of competency to assess this unit as **part of a barbering qualification**; this cannot include any indentured traineeship or apprenticeship period.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>