



Australian Government

SHBXPSM002 Manage treatment services and sales delivery

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve sales and service delivery. It requires the ability to develop and implement quality client service practices, determine and monitor sales targets, organise staff training and monitor work operations for productivity.

This unit applies to all single or multiple outlet businesses providing beauty treatments, hairdressing or barbering services. It applies to senior managers and small business owners who operate with significant autonomy and are responsible for making strategic business management and operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Personal Services Management

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Develop and implement quality client service practices.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Develop policies and procedures, in line with organisation's personal services values, for sales and quality treatment provision and communicate to staff.
- 1.2. Seek and use client feedback to improve sales and service and share information with staff.
- 1.3. Encourage staff to take responsibility for meeting client needs and to assist each other to achieve optimum

- service.
- 1.4. Monitor staff efficiency and service to ensure standards are met.
 - 1.5. Resolve treatment and service related complaints referred by team members.
 - 1.6. Assess effectiveness of client sales and service practices, including corrective actions.
 - 1.7. Identify, in consultation with staff, systematic problems and adjust practices to improve service quality.
2. Maintain and improve sales and profits.
- 2.1. Price services based on hourly expenses, treatment time, target profit margin and analysis of client demographic.
 - 2.2. Set, communicate, and regularly review staff product and treatment sales targets and periods.
 - 2.3. Monitor progress towards targets, provide feedback on performance and encourage staff to increase their average client bill.
 - 2.4. Implement staff incentive schemes to increase product sales and client re-booking.
3. Coordinate staff training and support.
- 3.1. Recognise opportunities to increase sales, safety and treatment service capabilities and arrange relevant staff training.
 - 3.2. Organise staff product and treatment supplier training to support the introduction of new equipment, products and services.
 - 3.3. Allocate a mentor or supervisor to staff in training to ensure on and off-the-job training are blended according to a training plan.
4. Resource and maintain work operations to support sales and service delivery.
- 4.1. Maintain staff salaries and working conditions in line with current awards, legislation and organisational policies.
 - 4.2. Plan, allocate and maintain adequate resources and stock for optimum sales and service.
 - 4.3. Assess current workloads and allocate work to utilise strengths and attributes of individual team members.
 - 4.4. Regulate access to and use of treatment products to ensure waste minimisation for profitability and environmental sustainability.
 - 4.5. Establish and communicate systems for cleaning, storing and maintaining tools and equipment for optimum use and according to manufacturer instructions.
 - 4.6. Repair or replace faulty equipment as soon as practicable without disruption to service levels.

4.7. Maintain accurate records for sales, service and operational issues.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Reading skills to:	interpret complex information about industrial awards and working conditions.
Writing skills to:	develop and document comprehensive customer service policies and procedures using language easily understood by all staff.
Oral communication skills to:	- ask open and closed probe questions and actively listen to clarify ambiguities and understand customer complaints - resolve customer complaints in a professional and constructive manner.
Numeracy skills to:	analyse complex sales and budgetary data to set staff sales targets, and to calculate fixed and variable costs to set profitable selling prices.
Planning and organising skills to:	coordinate multiple and potentially competing operational priorities for a team.
Initiative and enterprise skills to:	proactively seek opportunities to improve sales and service delivery and profitability.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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