



**Australian Government**

# **SIHHIND304A Develop and expand a client base**

**Release 2**

## SIHHIND304A Develop and expand a client base

### Modification History

The release details of this endorsed unit of competency are set out in the table below. The latest information is at the top.

Release	Comments
2	Editorial corrections. Competency field added.
1	Initial release.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and expand a hairdressing clientele.

### Application of the Unit

This unit applies to hairdressers in salon environments who rely on their ability to develop, sustain and expand a personal clientele in order to remain a viable employee in the industry. This client building occurs in the context of the range of services and the marketing and promotional strategies, in the salon in which they are employed.

A person undertaking this role applies discretion and judgement and accepts responsibility for own work outcomes.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Pre-Requisites

Nil

### Employability Skills Information

This unit contains employability skills.

## **Elements and Performance Criteria Pre-Content**

Not applicable.

## Elements and Performance Criteria

### Element

### Performance Criteria

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- |  |   |
|--|---|
| 1. Promote products and services.            | <ul style="list-style-type: none"> <li>1.1. Take opportunities to build business by developing relationships with new and prospective <i>clients</i>.</li> <li>1.2. Establish rapport and relationship with clients and express a genuine interest in <i>client needs and requirements</i>.</li> <li>1.3. Maintain <i>professional ethics</i> with clients to promote salon image and credibility.</li> <li>1.4. Clarify client needs and preferences to maximise sales opportunities.</li> <li>1.5. Maximise sales opportunities by promoting new and additional products and services where beneficial to clients.</li> <li>1.6. Give clients space and time to evaluate purchase and service decisions, while using time to maximum advantage for client and salon.</li> </ul>   |
| 2. Build a return client base.               | <ul style="list-style-type: none"> <li>2.1. Provide prompt service to clients to meet identified needs, according to salon customer service standards.</li> <li>2.2. Enhance customer commitment, trust and credibility of salon by delivering good technical and personal service.</li> <li>2.3. Identify opportunities and use <i>formal and informal research</i> to develop and maintain knowledge of products and services.</li> <li>2.4. Use customer feedback and in salon observation to evaluate <i>products, services and promotional initiatives</i> and identify changes in clients needs and expectations.</li> <li>2.5. Enhance team effectiveness by sharing market, product and service knowledge with colleagues.</li> <li>2.6. Suggest product and service adjustments to meet client needs for future planning, according to salon policy.</li> <li>2.7. Participate in setting salon and personal targets and regularly monitor personal progress towards achieving positive outcomes.</li> </ul> |
| 3. Manage and use information about clients. | <ul style="list-style-type: none"> <li>3.1. Determine and record client information where appropriate to provide personalised service.</li> <li>3.2. Explain benefits, terms and conditions of loyalty programs to eligible clients.</li> </ul>   |

- 3.3. Assist clients with loyalty program enrolment documentation.
- 3.4. Process loyalty program documentation, according to workplace procedures.
- 3.5. Promote enhanced products and services based on client data and their eligibility under loyalty program guidelines.

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- communication skills to:
  - develop a rapport with clients
  - interact with and engage clients in discussion regarding their requirements
  - source information
  - use open-ended questions to establish client needs
  - listen and interpret verbal clues from clients regarding their hair, including:
    - objectives
    - problems
    - challenges
  - suggest services and products from the salon range
  - explain home hair care maintenance techniques and products
- literacy skills to source, research and interpret information
- selling techniques, including:
  - opening and closing techniques
  - identifying buying signals
  - strategies to focus customer on specific merchandise
  - add-ons and complimentary sales
  - overcoming customer objections
- technology skills to:
  - access client management and reward systems databases
  - conduct internet-based research

### Required knowledge

- the salon product and services range
- common customer preferences and needs
- ways of meeting requirements
- salon service standards
- role of hairdressers in maximising business performance through effective sales and promotion
- ways in which to present and promote products and services
- client management and reward systems

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### Overview of assessment

#### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

- maintaining a returning client base
- using client information to improve personal sales and service provision
- adding new clients and increasing add-on sales
- using formal and informal research to update knowledge of products and services.

#### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a salon or a simulated salon environment that includes a range of work situations such as client interruptions and involvement in other related activities normally expected in the salon
- a fully equipped salon which includes as a minimum:
  - a fully functional client reception area with:
    - telephone
    - client information and booking system
    - retail products range
  - a basin services area
  - equipment and work stations suitable for services including:
    - client consultation
    - hair and scalp treatments
    - haircutting
    - hair design
    - hair colouring
    - hair lightening
    - reformation
  - a supply of clean towels
  - a supply of clean client gowns or wraps
- hairdressing products and equipment
- relevant documentation such as:
  - salon service standards
  - salon procedures
- sufficient client traffic to allow the learner to plan for and deal with multiple tasks simultaneously.

For further guidance on the use of an appropriate simulated environment, refer to the Assessment Guidelines in this Training Package.

**Method of assessment** A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct observation of the candidate recommending products and services and to clients
- case studies to test knowledge of appropriate products and services for different contexts, clients and situations
- project to develop promotional ideas for a particular product or service
- written or verbal questions appropriate to the language and literacy level of the learner to test knowledge which may include:
  - product and service knowledge
  - salon service standards
- review of portfolios of evidence and third-party reports of on-the-job performance.

**Guidance information for assessment** A unit of competency describes an individual skill but people rarely perform one skill at a time. Many skills are combined on a day-to-day basis in the workplace as part of work processes. This does not mean that each skill described by a unit of competency is prerequisite to another— they are related skills.

Holistic assessment with other units relevant to the industry sector, salon and job role is recommended, for example:

- SIHHIND303A Co-ordinate clients and services

## Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***Clients*** may include:

- women
- men
- children
- people from a range of social, cultural or ethnic backgrounds and with a range of physical and mental abilities.

***Client needs and requirements*** may include:

- dissatisfaction with previous service or product
- haircut design
- colour
- hair treatments
- other services
- changed service times
- home hair care products
- future bookings for services.

***Professional ethics*** may include:

- honesty
- positive statements
- confirmed appraisals of products and services.

***Formal and informal research*** may include:

- discussions with colleagues
- reading salon information
- researching product and service information brochures
- hair and fashion magazines
- internet
- industry associations and networks
- attending trade shows and industry events
- distributing surveys and questionnaires.

***Products, services and promotional initiatives*** may include:

- new products
- techniques
- add-on services
- special offers or packages
- loyalty schemes
- salon targets.

## **Unit Sector(s)**

Hairdressing

## **Competency Field**

Industry