



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRXRPK002A Recommend hair, beauty and cosmetic products and services**

**Revision Number: 2**

## **SIRXRPK002A Recommend hair, beauty and cosmetic products and services**

### **Modification History**

The version details of this endorsed unit are in the table below. The latest information is at the top.

| <b>Release</b> | <b>Comments</b>   |
|----------------|-------------------|
| Second Release | Editorial updates |

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to recommend and provide advice on hair, beauty and cosmetic products and services to customers.

### **Application of the Unit**

This unit applies to frontline service personnel who provide involves the application of specialised product knowledge to provide accurate advice to customers and other sales staff on hair, beauty and cosmetic products. It requires sales and service team members to apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers.

### **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

### 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. Research store product range.                              | 1.1. Develop and maintain <b><i>product knowledge</i></b> by accessing appropriate <b><i>sources of information</i></b> .<br>1.2. Research and apply <b><i>comparisons between products and services</i></b> according to product information.   |
| 2. Identify hair, beauty and cosmetic products.               | 2.1. Identify store <b><i>product range</i></b> according to product information.<br>2.2. Convey product information to <b><i>customers</i></b> and other <b><i>staff members</i></b> as required.   |
| 3. Recommend hair, beauty and cosmetic products and services. | 3.1. Use questioning and active listening to identify <b><i>customer requirements</i></b> .<br>3.2. Evaluate products and <b><i>services</i></b> according to customer requirements and product information.<br>3.3. Demonstrate features and benefits of products to customer to create a buying environment.<br>3.4. Apply detailed specialised product knowledge to provide accurate advice to customers regarding product performance, according to manufacturer information and <b><i>legislative requirements</i></b> .<br>3.5. Explain and demonstrate products according to <b><i>store policy and procedures</i></b> and legislative requirements.<br>3.6. Identify and utilise opportunities to advise on or demonstrate and apply products to customers who are unfamiliar with aspects of product use.<br>3.7. <b><i>Follow up</i></b> with customer, where required, according to store policy. |

## Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

### Required skills

- interpersonal skills to:
  - develop and maintain product knowledge
  - recommend hair, beauty and cosmetic products through clear and direct communication
  - ask questions to identify and confirm requirements
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication
  - handle customers with special needs, including difficult customers
- literacy skills to:
  - read and understand product information
  - read and understand store policy and procedures
- numeracy skills in regard to estimating quantities

### Required knowledge

- store policy and procedures in regard to:
  - sales and customer service
  - methods of dealing with special needs and requests of customers
  - customer complaints
  - store services and procedures
- store product range, including product types, properties, features, benefits, ingredients and application methods
- design principles, common face and body shapes, fashion trends and their application to store make up product range
- store range of complementary products
- relevant legislation and statutory requirements, including Australian Consumer Law
- relevant industry codes of practice

## Evidence Guide

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

**Critical aspects for assessment and evidence required to demonstrate competency in this unit** Evidence of the following is essential:

- continually updates and applies product knowledge to provide comprehensive advice to customers and staff
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs sales team members of skin and hair care essentials
- advises customers on the use and application of hair, beauty and cosmetic products, including hair, skin and nail care advice, colour coordination for hair and make-up products and advice on current fashion trends and design elements
- consistently advises on product performance and features and benefits of products according to store policy and procedures.

**Context of and specific resources for assessment**

Assessment must ensure access to:

- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
  - store policy and procedures manuals
  - industry codes of practice and relevant legislation
- an appropriate range of hair, beauty and cosmetic products
- a range of customers with different requirements.

**Methods of assessment**

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

- observation of performance in the workplace
- third-party reports from a supervisor
- a role play
- customer feedback
- written or verbal answers to questions about specific skills and knowledge

- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

**Guidance information for  
assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

## 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 in the performance criteria is detailed below.

***Product knowledge*** may include:

- brand options
- application procedures and techniques
- benefits and effects of various products
- method of production
- guarantees
- price
- ingredients
- elements of design such as:
  - line, direction, focal points, balance
  - camouflage of skin or hair faults.

***Sources of information*** may include:

- store or supplier product leaflets and manuals
- fashion magazines
- manufacturer representatives
- product labels
- hair and beauty shows
- internet
- customer feedback
- designated staff members.

***Comparisons between products and services*** may relate to:

- features and effects of products and services
- method of application
- price
- storage requirements and shelf life.

***Product range*** may include:

- hair products such as:
  - hair colour
  - shampoos and conditioners
  - styling aids such as mousses, gels and hairsprays
  - hair ornaments
  - brushes, combs
  - blow dryers
- beauty products such as:
  - skin care products for face and body
  - home care skin treatments
  - home care remedial products

- sunscreen and tanning products
- nail, hand and foot care products
- cosmetic products such as:
  - face and body make-up, pre-make-up products and stabilisers
  - brushes, sponges
  - applicators
  - pallets
  - lash curlers, artificial lashes, tweezers
  - magnifying mirrors
  - containers and trays, make-up boxes
  - pencil sharpeners.

**Customers** may include:

- people with routine or special requests
- people with special needs
- regular and new customers
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

**Staff members** may include:

- new or existing staff
- full-time, part-time or casual
- people with varying levels of language and literacy
- people from a range of cultural, social and ethnic backgrounds.

**Customer requirements** may include:

- occasion (e.g. casual, professional, day or evening)
- colour preferences and style
- durability, function and usage
- cost
- lifestyle
- physical characteristics, including allergic reactions
- product preferences, including desire to use natural products
- culture and ethnicity.

**Services** may include:

- product advice for home care treatments
- hair, skin and nail care advice
- hair, skin and nail care treatments
- colour coordination for hair and make-up products
- advice on current fashion trends and basic design elements.

**Legislative requirements** may

- consumer law



include:

- environmental protection
- hazardous substances and dangerous goods
- Trade Practices and Fair Trading Acts
- Therapeutic Goods Act
- WHS
- industry codes of practice
- waste disposal
- pricing procedures, including GST requirements.

*Store policy and procedures* in regard to:

- selling hair, beauty and cosmetic products
- interacting with customers
- product demonstration.

*Follow-up* may include:

- contact by store representative
- return appointments for the customer.

## **Unit Sector(s)**

Cross-Sector

## **Competency field**

Retail Product Knowledge