



Australian Government

Department of Education, Employment and Workplace Relations

WRHSM501A Manage hairdressing services and sales delivery

Revision Number: 1

WRHSM501A Manage hairdressing services and sales delivery

Modification History

Not applicable.

Unit Descriptor

Unit Descriptor

This unit describes the skills and knowledge required to develop and integrate a range of operational management strategies to resource, monitor, maintain and improve the delivery of hairdressing services and associated sales.

Application of the Unit

Application of the Unit

This unit involves integrating a full range of operational management strategies and tasks to maintain and improve hairdressing services and sales delivery in a hairdressing salon. It involves developing strategies, communicating them to the salon team and creating a productive work environment that offers the optimum range of hairdressing products and services, as well as level of customer service, available to clients. Knowledge of the sources of product supply; relevant hairdressing awards, legislation and statutory requirements; and pricing and stock-control procedures is also required.

In the context of an assessment-only and/or a training delivery and assessment pathway, units of competency that relate to this unit are identified in the evidence guide of this unit.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the level of performance required to demonstrate achievement of the element. The variables for the ***bold italicised*** text are outlined in the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Maintain and improve hairdressing services and sales delivery.	1.1 Policies and procedures for services and sales delivery are implemented, communicated and reviewed on a regular basis.
	1.2 Customer feedback is sought and used to improve the provision of services and sales delivery.
	1.3 <i>Resource allocation</i> for quality client service provision is adequate and maintained in line with salon policy.
	1.4 Decisions to overcome problems and adjust service provision are made in consultation with the workplace team.
2 Maintain and improve salon turnover and profit margin.	2.1 Product and service pricing is set, based on analysis of the <i>client age demographic, hourly expenses, seat time and target profit margin</i> .
	2.2 Team and individual staff member's hairdressing services and retail sales <i>target turnovers</i> are set, monitored and reviewed regularly.
	2.3 <i>Feedback</i> is provided to individual staff members on progress towards targets and general sales and service performance.
	2.4 Staff members are encouraged to take responsibility for meeting client requirements and increasing their average client bill.

ELEMENT	PERFORMANCE CRITERIA
	2.5 Staff incentive and reward schemes to increase client re-booking are researched and implemented as appropriate to the salon.
3 Manage contingencies.	<p>3.1 Technical and service-related complaints that have been referred by staff are addressed and resolved according to salon policy.</p> <p>3.2 Feedback on client satisfaction is sought and used to improve future operations and services.</p> <p>3.3 Corrective actions are monitored and evaluated for effectiveness and used for future operational planning.</p>
4 Negotiate the supply of product.	<p>4.1 Cost, supply and payment arrangements with product suppliers are negotiated and implemented according to salon policy and communicated with relevant staff.</p> <p>4.2 Records of suppliers and stock are monitored for accuracy and legibility, and action is taken where necessary.</p> <p>4.3 Factors affecting the supply of stock are identified and immediate corrective action is taken where actual problems with supply are indicated.</p> <p>4.4 New suppliers and products are identified and developed to maintain and improve the salon sales and services range.</p>
5 Coordinate staff training and support.	<p>5.1 Staff technical and product training is negotiated with suppliers and educators to support the introduction of new products and services.</p> <p>5.2 Opportunities to increase the sales, safety and technical or customer service capabilities of members of the staff team are noted and relevant training is arranged.</p> <p>5.3 Apprentices are allocated a workplace mentor/supervisor to ensure on-the-job and off-the-job training occurs according to a predetermined training plan.</p>

ELEMENT	PERFORMANCE CRITERIA
6 Provide a harmonious and productive working environment.	<p data-bbox="528 309 1385 383">6.1 Sufficient supply of stock is maintained to support services and sales delivery and meet customer requirements.</p> <p data-bbox="528 416 1385 490">6.2 Access to and use of professional products are regulated to minimise waste.</p> <p data-bbox="528 524 1385 598">6.3 Staff salaries and working conditions are maintained in line with current awards, legislation and salon policies.</p> <p data-bbox="528 631 1385 741">6.4 Team members are encouraged to assist one another to achieve optimum service levels according to workplace procedures.</p> <p data-bbox="528 775 1385 884">6.5 Tools and equipment are cleaned, stored and maintained according to relevant legislative requirements, and recommended schedules and procedures.</p> <p data-bbox="528 918 1385 1028">6.6 Faulty equipment is replaced or repaired as soon as practicable and with minimum disruption to the work of the team.</p> <p data-bbox="528 1061 1385 1124">6.7 <i>Complete and accurate records</i> are maintained and made available to authorised personnel.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Skills may include:

- communication skills that take into account the culture, background and abilities of suppliers, staff and clients, while demonstrating a knowledge of communication techniques, including:
 - listening and questioning techniques
 - verbal and non-verbal communication skills
 - negotiation techniques
- literacy skills with regard to:
 - researching, analysing and interpreting product and equipment information
 - preparing reports
 - documenting results
- numeracy skills with regard to:
 - calculating fixed and variable costs
 - calculating team and individual target turnover
 - determining and monitoring stock level requirements
 - interpreting and maintaining data
- resource planning skills
- contingency planning skills
- problem solving skills
- staff training planning and organisational skills
- record keeping skills.

Knowledge may include:

- sources of product supply
- range and availability of new products and services

REQUIRED SKILLS AND KNOWLEDGE

- salon policies and procedures in regard to:
 - sales and service delivery
 - supply specifications
 - quality assurance and control
 - stock maintenance and control
 - pricing
 - rostering staff
- local health regulations
- legislative requirements
- occupational health and safety.

Evidence Guide

EVIDENCE GUIDE

The evidence guide describes the underpinning knowledge and skills that must be demonstrated to prove competence. It is essential for assessment and must be read in conjunction with the performance criteria, the range statement and the assessment guidelines of the relevant Training Package.

Overview of assessment

A person who demonstrates competency in this unit of competency will be able to integrate a full range of operational management strategies and tasks to maintain and improve hairdressing services and sales delivery in a hairdressing salon. They will develop strategies, communicate them to the salon team and create a productive work environment that offers a range of hairdressing products and services, along with a high level of customer service to clients. Demonstrated knowledge of sources of product supply, relevant hairdressing awards, relevant legislation and statutory requirements, and service and product pricing and stock control procedures is also required.

Specific evidence requirements

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

- demonstrated ability to consistently maintain, monitor and evaluate service and sales delivery
- consistent communication of service and sales targets/plans along with the provision of feedback on performance and outcomes to team members and/or

EVIDENCE GUIDE

individual staff

- proactive implementation of strategies to improve service and sales delivery and outcomes
- regular and accurate maintenance of records and interpretation of data on service and sales delivery
- demonstrated ability to negotiate and arrange the supply of professional and retail products and goods according to workplace policy
- demonstrated ability to use systems for maintaining, monitoring and evaluating the supply of stock
- demonstrated ability to maintain systems for monitoring and organising staff training and development.

Context of assessment

For valid and reliable assessment of this unit, competency should be consistently demonstrated over a period of time and observed by the assessor and/or the technical expert working in partnership with the assessor. The technical expert may include the hairdresser and/or an experienced person at the workplace.

Competency should be demonstrated in the workplace or a simulated workplace environment in a range of situations that may include client interruptions and involvement in other related activities normally expected in the workplace. For further guidance on the use of an appropriate simulated environment, refer to the Assessment Guidelines in this Training Package.

EVIDENCE GUIDE

Specific resources for assessment

Competency for this unit should be assessed through access to:

- a fully equipped and staffed working hairdressing salon or simulated salon environment
- hairdressing products, tools and equipment
- multiple clients with a diverse range of hairdressing services' requirements
- information on professional hairdressing and retail hair care products and suppliers
- relevant workplace documentation including:
 - awards
 - health regulations
 - occupational health and safety regulations
 - training agreements
 - workplace policies and procedures
- a hard copy or electronic salon appointment and point-of-sale system.

Relationship to other units

This unit requires an assessment outcome that includes evidence of the ability to develop and integrate a full range of operational management strategies and tasks to maintain and improve hairdressing services and sales delivery in a hairdressing salon.

Prerequisite units:

- none.

Co-requisite units:

- none.

EVIDENCE GUIDE

Method of assessment

The following assessment methods are suggested.

- Observation of the learner performing a range of tasks in an actual or simulated salon environment, over sufficient time to demonstrate his/her handling of a range of contingencies. Tasks may include:
 - observation of the person integrating and applying the skills and knowledge described in this unit in the workplace.
- Third-party reports from a supervisor.
- Workplace project involving the collection and analysis of customer feedback.
- Answers to specific questions about skills and knowledge.
- Case studies related to specific service and sales scenarios.

Evidence required for demonstration of consistent performance

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that will affect performance.

The following variables 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. *Bold italicised* text from the performance criteria is detailed here.

- Resource allocation*** may include:
- hairdressers
 - apprentice hairdressers
 - salon assistants
 - stock range and levels
 - work stations
 - equipment
 - technology
 - financial resources.
- Client age demographic*** must include:
- 1825
 - 2535
 - 3545
 - 45+.
- Hourly expenses*** must include:
- a calculation based on the variable expenses and fixed costs, by the hours that the business is open.
- Seat time and target profit margin*** must include:
- the average time that a client is on a seat per hour in the salon
 - the average seat time required to cover hourly expenses and achieve an acceptable profit margin.
- Target turnover*** may be measured:
- daily
 - weekly
 - monthly
 - according to individual salon policy.

RANGE STATEMENT

Feedback may include:

- verbal feedback
- written feedback
- team turnover charts or graphs
- access to online turnover statistics.

Technical and service-related complaints may include:

- dissatisfaction with a service result
- allergic reactions to product
- damage to client apparel
- dissatisfaction with waiting and/or service time duration
- dissatisfaction with a retail product
- cost-related complaints
- dissatisfaction with an operator's technical skills
- dissatisfaction with an operator's attitude.

Workplace mentor/supervisor may include:

- a more experienced hairdresser from the team
- a team or salon manager
- a salon owner/manager.

Complete and accurate records may include:

- electronic records
- hard copy records.

Unit Sector(s)

Not applicable.

Competency field

Competency Field Hairdressing