



Australian Government

SHBBCCS005 Advise on beauty products and services

Release: 1

SHBBCCS005 Advise on beauty products and services

Modification History

Supersedes and is not equivalent to SHBBCCS001 Advise on beauty products and services.

Application

This unit describes the performance outcomes, skills and knowledge required to advise clients on a range of professional beauty products and services.

It requires the ability to investigate products and services, interpret information, identify client beauty needs and explain available beauty products and services.

This unit applies to workers in nail, make-up, and beauty salons. In these environments, they work in a team but have responsibility for maintaining their own product and treatment knowledge.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Client Services

Unit Sector

Beauty

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

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

1. Develop product knowledge.
 - 1.1. Source, interpret and maintain current information on beauty products and services.
 - 1.2. Compare competitor and own salon's beauty products, treatments, services and pricing structure.
 - 1.3. Develop knowledge of organisational product, service range and prices, and legal requirements relevant to advice and sale of beauty products and services.
 - 1.4. Use product information to develop knowledge of product performance, purpose and directions for use.
 - 1.5. Check regularly for new additions or changes to range and update knowledge.
2. Recommend salon services and products.
 - 2.1. Discuss and identify beauty requirements and preferences with client.
 - 2.2. Identify factors that affect client suitability for services.
 - 2.3. Select and suggest products and services suited to customer requirements.
 - 2.4. Provide information on product or service performance, purpose and directions for use according to product information.
 - 2.5. Clearly explain and promote product and service features and benefits where relevant.
 - 2.6. Offer comparisons to competitor product or service range as required.
 - 2.7. Identify and utilise opportunities to demonstrate and apply products to customers.
 - 2.8. Recommend salon services and book client appointment.
3. Prepare client for product demonstration.
 - 3.1. Check readiness of service area and availability of product stock.
 - 3.2. Identify client requirements and select suitable products.
 - 3.3. Protect client clothing from product spillage during demonstration.
 - 3.4. Cleanse skin area for demonstration if required.

4. Demonstrate beauty care products.
 - 4.1. Apply selected products explaining product application, benefits and features, as required.
 - 4.2. Respond to customer queries and provide appropriate scope and depth of information to satisfy needs.
 - 4.3. Evaluate recommended product with client.
 - 4.4. Upsell or cross sell additional products or services that complement the product and treatment.
 - 4.5. Follow up on product performance or treatment outcome with client as required.
 - 4.6. Clean and restock service area for next service.

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.

SKILLS	DESCRIPTION
Reading skills to:	interpret unfamiliar and detailed documents which describe product performance, purpose and directions for use.
Writing skills to:	provide a client with a personal product recommendation using standardised format.
Oral communication skills to:	- use active listening and open and closed probe questioning to determine customer requirements and preferences - interact with clients in a polite and friendly manner - select and use appropriate terminology in consultations with clients and discussions with team members - provide clear instructions for product use.
Numeracy skills to:	- interpret and compare costs - determine correct application quantities from instructions - calculate service cost and product prices.
Initiative and enterprise skills to:	suggest products and services to maximise profitability of customer interactions with the business.
Technology skills to:	- access credible online publications and internet resources that build knowledge for providing advice to clients - use client software to book client for service, record stock data and product purchases.

Unit Mapping Information

Supersedes and is not equivalent to SHBBCCS001 Advise on beauty products and services.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SHBBCCS005 Advise on beauty products and services

Modification History

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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:

- access and present to a client information on a comprehensive professional range from at least one of the product ranges sold in the salon
- present to a client information explaining a new product or service:
 - features and benefits
 - availability
 - typical clients that will benefit
- advise on and sell five products and services to clients with differing product and service requirements involving:
 - identifying client needs and constraints
 - selection of suitable products or treatments
 - presentation of features and benefits
 - demonstration of products
 - responses to client questions.

Knowledge Evidence

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

- sources and format of product and service information:
 - manufacturer support materials:
 - product leaflets, brochures, booklets
 - internet sites
 - product labels
 - price lists
 - product and service manuals
 - discussions with customers, staff members and product suppliers
- legal requirements relevant to advice and sale of beauty products and services:
 - state or territory and local health and hygiene regulations relevant to product demonstration
 - skin penetration regulations and requirements

- anti-discrimination legislation
- consumer legislation
- organisational policies and procedures relevant to the sale of products and services
- effects and benefits of professional product ranges for:
 - nail care
 - make-up
 - skin care
 - cosmetics
 - hair products
- effects, benefits and contraindications to the following treatments:
 - manicure and pedicure
 - facial services
 - body services
 - hair reduction services
- factors that affect suitability of organisational services and products to client needs:
 - allergies and sensitivities to ingredients in skin care
 - budgetary and time constraints
 - client ability to follow home care advice
 - contraindications
 - ethical considerations
- specialised product knowledge:
 - features and benefits
 - purpose and use of products
 - ingredients, at a basic level of understanding
 - contraindications
 - causes of skin sensitivities or allergies
 - basic ingredients or materials in products
 - complementary products and services
 - ordering procedures
 - products in workplace range
 - brand options and comparable types
 - directions for use
 - cost
 - shelf life and use-by date
 - stock availability
 - storage requirements
 - warranties.

Assessment Conditions

Skills must be demonstrated in a beauty industry environment; this can be:

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

Assessment must ensure access to:

- paying clients with different beauty products and services requirements, who have the expectation that the services provided reflect those of a commercial business
- hand washing facilities:
 - basin
 - hot and cold running water
 - liquid soap
 - single use towels or hand dryer
- relevant workplace documentation:
 - blank client records
- organisational policies and procedures relevant to selling products and services
- manufacturer instructions for equipment
- safety data sheets for cleaning products and, where applicable, for treatment products
- product manuals listing product ingredients, formulations, labelling and guidelines for use
- salon treatment menus and prices.

Assessment must ensure use of beauty products from a comprehensive professional range from the range sold in the salon.

Assessment activities that allow the individual to:

- provide advice within commercially realistic speed, timing and productivity
- demonstrate competency in an environment reflective of real work situations
- manage tasks and contingencies in the context of the job role.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors and:

- hold a qualification as a beautician or beauty therapist
- have worked as a beautician for at least three years where they have applied the skills and knowledge of this unit of competency.

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