



Australian Government

SHBBCCS005 Advise on beauty products and services

Release: 1

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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>