



Australian Government

SHBHIND003 Develop and expand a client base

Release: 1

SHBHIND003 Develop and expand a client base

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required by hairdressers and barbers to develop, sustain and expand a personal clientele in order to remain a viable industry employee. Building relationships with clients occurs while hairdressers and barbers are delivering a range of services in the salon in which they are employed or operate.

These hairdressers and barbers have well-developed skills, use discretion and judgement to manage client services and take responsibility for the outcomes of their own work..

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

Pre-requisite Unit

Nil

Competency Field

Working in Industry

Unit Sector

Hairdressing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Promote products and services.	1.1.Take opportunities to build business by developing relationships with new and prospective clients. 1.2.Establish rapport and express a genuine interest in client needs and requirements. 1.3.Maintain professional ethics with clients to promote salon image and credibility. 1.4.Clarify client needs and preferences to maximise sales opportunities. 1.5.Maximise sales opportunities by promoting new and additional

- products and services beneficial to clients.
- 1.6. Give clients space and time to evaluate purchase and service decisions, while using time to maximum advantage for client and salon.
2. Build a return client base.
 - 2.1. Provide prompt service to clients to meet identified needs, according to client service standards.
 - 2.2. Enhance customer commitment, trust and credibility of salon by delivering professional technical and personal service.
 - 2.3. Identify opportunities and use formal and informal research to develop and maintain knowledge of products and services.
 - 2.4. Use customer observation and feedback to evaluate products, services and promotional initiatives and identify changes in client needs and expectations.
 - 2.5. Enhance team effectiveness by sharing market, product and service knowledge with colleagues.
 - 2.6. Suggest product and service adjustments to meet changing client needs.
 - 2.7. Participate in setting salon and personal targets and regularly monitor personal progress towards achievement.
 3. Manage and use information about clients.
 - 3.1. Determine and record client information to provide personalised service.
 - 3.2. Explain benefits and conditions of loyalty programs to eligible clients.
 - 3.3. Assist clients with loyalty program enrolment.
 - 3.4. Process loyalty program documentation, according to organisational procedures.
 - 3.5. Promote enhanced products and services based on client data and their eligibility under loyalty program guidelines.

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.

Skill	Description
Reading skills to:	research and interpret unfamiliar documents about new and emerging hair products and services.
Oral communications skills to:	- ask open and closed probe questions and actively listen to determine and meet customer preferences - interact with and engage clients in discussions to build rapport and relationships.

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| Numeracy skills to: | • analyse sales data to set and monitor sales targets. |
| Initiative and enterprise skills to: | • proactively seek opportunities to improve sales and service delivery and profitability. |
| Technology skills to: | • use the system functions of client management and loyalty databases. |

Unit Mapping Information

SIHHIND304A Develop and expand a client base

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 SHBHIND003 Develop and expand a client base

Modification History

Not applicable.

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:

- proactively promote these types of hair products and services to clients:
 - hair and scalp treatments
 - new haircut designs
 - home hair care products
 - loyalty programs
 - rebooking services
- research two new products and two new services using at least two of the following methods:
 - reading trade, hair and fashion magazines
 - attending trade shows and industry product launches
 - reading product and service information
 - obtaining information from professional industry associations
 - discussions with colleagues
- share the information collected with colleagues, through informal discussions.

Knowledge Evidence

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

- full details of the salon's:
 - products and services range
 - client loyalty programs
 - client management database
- role of hairdressers and barbers in maximising business performance through effective sales and promotion
- different client types and their product and service preferences
- professional ethics for promoting hair products and services:
 - honesty about ability of products and services to meet client preferences and needs
 - using positive statements
 - using confirmed appraisals of the efficacy of products and services

- ways of presenting and promoting products and service to meet different client communication styles
- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling add ons and complementary products
 - overcoming customer objections
 - closing techniques
- methods used to research new products and services:
 - reading trade, hair and fashion magazines
 - attending trade shows and industry product launches
 - reading product and service information
 - obtaining information from professional industry associations
 - discussions with colleagues
- organisational client service policies and procedures.

Assessment Conditions

Skills must be demonstrated in a hairdressing or barbering environment; this can be:

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

Assessment must ensure use of:

- paying clients with whom the individual can interact; these can be:
 - clients in a hairdressing or barbering industry workplace, or
 - clients in a simulated hairdressing or barbering workplace within a training organisation who have the expectation that the services provided reflect those of a commercial business
- a client reception and sales area with:
 - reception desk
 - computer with booking software currently used by the hairdressing industry
 - telephone system
 - point-of-sale system, including credit card and EFTPOS facilities
 - display of professional products for retail sale
 - information on customer loyalty programs
- a hairdressing or barbering services workstation with:
 - one mirror per workstation
 - one adjustable client services chair per workstation

- clean client gowns or wraps
- clean client towels
- one operator trolley per workstation stocked with tools that match the particular service being delivered
- a diverse professional range of hair products that match the requirements of the particular service being delivered
- organisational client service policies and procedures.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors; and:

- hold a Certificate III in Hairdressing, or a Certificate III in Barbering, or a Certificate IV in Hairdressing, or be able to demonstrate equivalence of competencies; and
- have at least three years full time employment experience as a hairdresser in a salon environment where they have applied the skills and knowledge covered in this unit of competency to assess this unit as **part of a hairdressing qualification**; this cannot include any indentured traineeship or apprenticeship period; **or**
- have at least three years full time employment experience as a barber in a shop or salon environment where they have applied the skills and knowledge covered in this unit of competency to assess this unit as **part of a barbering qualification**; this cannot include any indentured traineeship or apprenticeship period.

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