



Australian Government

SHBHIND003 Develop and expand a client base

Release: 1

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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>