



**Australian Government**

# **Assessment Requirements for SHBXPSM002 Manage treatment services and sales delivery**

**Release: 1**

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## **Modification History**

Not applicable.

## **Performance Evidence**

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit, and ability to:

- develop and document and overarching client service and complaint resolution policy
- develop procedures for delivery of three specific and different treatments
- take responsibility for managing all aspects of sales and service delivery over six, three hour work periods
- across those work periods:
  - resolve any referred client complaints
  - collect and evaluate customer feedback from at least twelve clients
- at the conclusion of the six work periods, determine and report on how sales and service practices could be improved
- for two different personal services treatments and two associated products:
  - calculate and determine a profitable selling price
  - determine staff sales targets for a one month period and produce documents which clearly present targets
  - monitor staff sales data and performance and provide weekly feedback on progress towards target
  - identify training options provided by the suppliers
  - develop a staff incentive scheme to increase product and service sales
  - identify systems, that minimise down-time, for cleaning and maintaining equipment associated with the two treatments.

## **Knowledge Evidence**

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

- principles of quality client service
- professional service standards expected of personal services personnel
- format, contents and use of:
  - client service and complaint resolution policies and procedures
  - procedures for the delivery of specific treatments
  - sales target schedules
  - sales reports

- methods to:
  - monitor adherence to client service standards and policies
  - collect client feedback
  - resolve treatment and service related complaints
- for personal services businesses and the organisation in particular:
  - applicable industrial awards and working conditions
  - human, equipment and stock resources required to provide treatments relevant to the business type and how to effectively allocate these for service periods
  - typical volume of work and staffing levels required to effectively service clients
  - types of fixed and variable business costs
  - profit margins
  - sales targets for turnover and profit
  - methods to determine price structure for personal services treatments:
    - calculating fixed and variable business costs
    - calculating opening hours for business
    - determining average per hour seat or treatment area service time for clients
    - average treatment time to cover hourly expenses and achieve a profit
- methods to determine staff sales targets in line with business turnover and profit objectives
- format and content of sales and stock reports and use in analysing sales performance for individual staff members
- staff incentive schemes used by personal services businesses
- supplier and other options used to provide personal services staff with product, treatment, equipment, sales and safety training
- systems for cleaning, storing, repairing and maintaining equipment used in the personal services industry.

## Assessment Conditions

Skills must be demonstrated in a personal services environment; this can be:

- a beauty, hairdressing or barbering industry workplace; or
- a simulated beauty, 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:

- activities that allow the individual to plan for, monitor and evaluate sales and service delivery over an extended time period
- team members with whom the individual can interact; these can be:
  - team members in a personal services industry workplace or
  - people who participate in role plays or simulated activities within a training organisation

- paying clients with whom the individual can interact; these can be:
  - clients in a personal services industry workplace or
  - clients in a simulated personal services workplace within a training organisation who have the expectation that the services provided reflect those of a commercial business
- computers, printers and general software programs used to produce policies and procedures
- the following documents which can be actual documents used by a personal services business or generated by a registered training organisation for the purposes of project and assessment activities:
  - sales reports
  - stock reports
  - client feedback
- template:
  - client service and complaint resolution policies and procedures
  - sales target schedules
- industrial awards relevant to the personal services business.

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

- hold a Diploma of Salon Management, or be able to demonstrate equivalence of competencies; and
- have at least three years full time employment experience as a manager for a personal services business where they have applied the skills and knowledge covered in this unit of competency.

## Links

Companion Volume implementation guides are found in VETNet -

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