

Overview

This standard coexists alongside, **SKAHDBRBNST1 Implement and maintain safe, hygienic and effective working practices** and **SKAHDBRBNS1 Consult, assess, plan and prepare for Hair, Barbering, Beauty, Nails, Wellbeing and Holistic services**. This standard is for Hair and Beauty professionals providing bespoke advice on products and application techniques and services suitable for the individual. The benefits are, increased individual satisfaction and business growth. You will also be required to do a post procedure evaluation and reflection for continuous improvement. Users of this standard will need to ensure that their practices reflect up-to-date information and emerging technologies, policies, procedures and best practice guidance.

Performance criteria

You must be able to:

1. maintain your responsibilities for health and safety pre, during and post the bespoke advice service
2. carry out a concise and comprehensive consultation with the individual
3. investigate and establish the individual's objectives, concerns and desired outcomes, to include:
 - 3.1 consultation outcomes
 - 3.2 lifestyle
 - 3.3 budget
 - 3.4 time
4. obtain the individual's consent for the analysis procedure
5. carry out an analysis of the **treatment area**
6. identify and describe appropriate products or services suitable to the individual, to include:
 - 6.1 benefits
 - 6.2 application techniques
 - 6.3 cost
 - 6.4 duration
 - 6.5 expected outcome of the product or service
7. encourage the individual to ask questions about the product or service
8. allow time for the individual to reflect on the advice given
9. suggest alternative products and services in a different price range if the individual shows a disinterest
10. seek the individual's commitment to the product advice or service, to include:
 - 10.1 referral to the relevant professional if not within your competence
11. secure the individual's agreement and understanding of product or service, to include:
 - 11.1 use demonstrable and **instructional techniques** as required
12. conclude the sale in accordance organisational policies and procedures
13. update the individual's procedure records and store in accordance with data legislation
14. use reflective practice to evaluate the advice given and take appropriate action

Knowledge and understanding

You need to know and understand:

1. how to interpret the consultation outcomes and analysis of the individual treatment area to determine appropriate advice, products and services
2. how to carry out an analysis of the individual's treatment area
3. the importance of keeping up to date with their practices and emerging technologies, policies, procedures and best practice guidance
4. how to introduce additional products and services to individuals'
5. the main factors that influence individual's to use additional services or products
6. how to use **communication methods** to provide balanced information about services and products to individual's
7. the importance of encouraging the individual to ask question relating to the product or service
8. why you would allow time for the individual to reflect on the advice given
9. how to interpret body language when identifying the individual's interest in a product or service
10. the importance of offering a wide range of products and services in different price ranges
11. how the individual's use of additional services or products will benefit the business
12. why using additional products and services will benefit the individual's health, wellbeing and treatment results
13. how to secure the individual's commitment to the product advice or service
14. when and why referral to the relevant professional is required
15. why demonstrable and instructional techniques will help close a sale
16. how to conclude the sale in accordance organisational policies and procedures
17. the importance of updating the individual's service records and store in accordance with data legislation
18. the importance of reflection and evaluation of the advice given and how to take appropriate action

Scope/range related to performance criteria

Treatment area

1. hair and scalp
2. skin
3. nails and surrounding skin

Instructional techniques

1. skills demonstration
2. use of visual aids
3. verbal explanation
4. use of written instructions

Scope/range related to knowledge and understanding

Communication methods

1. active listening
2. non-verbal and verbal communication
3. receiving feedback
4. asking questions

Instruct and advise on products and services

Developed by SkillsActive

Version Number 3

Date Approved 30 Mar 2021

Indicative Review Date 31 Mar 2024

Validity Current

Status Original

Originating Organisation SkillsActive

Original URN SKABT11 and SKABT0918

Relevant Occupations Hairdressers and Related Occupations, Hairdressing and Barbering, Nail Technician, Make-up Artists, Beauty Therapist, Barber

Suite Barbering, Beauty Therapy Advanced Practices, Hairdressing and Barbering, Nail Services, Beauty therapy

Keywords promote additional products and services, retail, profits, targets, KPI's
