

Unit summary sheet

Unit G18: Promote additional services or products to customers

Unit code: D/600/1251

Credit: 6

Unit aim

This unit covers the key competence of promoting additional services or products to their customers. The learner must keep pace with new developments in the services or products of their organisation and encourage their customers to take an interest in them. The learner will need to identify the benefits of additional services or products to both their customer and their organisation.

Above all, this unit covers the competence of informing customers about additional services or products available to them, communicating accurate information about the service or product and gaining customer commitment where possible.

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real clients, whether internal or external to the salon. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence with this unit. **(Guidelines for the assessment of a Realistic Working Environment can be found in the Client Service Assessment Strategy for NVQ/SVQ Levels 2, 3 and 4 - January 2006)**
2. You may collect the evidence for the unit through work in a private sector salon, a not-for-profit salon or a public services salon.
3. You must provide evidence that shows you have done this over a sufficient period of time with different clients on different occasions for your assessor to be confident that you are competent.
4. You must provide evidence that the additional services or products offered include:
 - use of services or products that are new to your client
 - additional use of services or products that your client has used before.
5. Your evidence must show that you:
 - follow salon procedures for offering additional services or products to your clients
 - create opportunities for encouraging your clients to use additional services or products
 - identify what your client wants by seeking information directly
 - identify what your client wants from spontaneous client comments.
6. Your communication with clients may be face to face, in writing, by telephone, text message, email, internet, intranet or by any other method you would be expected to use within your job role.

Additional information

The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Learning outcome achievement record

NVQ title and level: Level 2 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: G18 Promote additional services or products to customers	
Learning outcome 1: Identify additional services or products that are available	
Assessment criteria:	
1.1 update and develop their knowledge of their organisation's services or products	
1.2 check with others when they are unsure of a new service or product detail	
1.3 identify appropriate services or products that may interest their customer	
1.4 spot opportunities for offering their customer additional services or products that will improve their customer experience.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Learning outcome achievement record

NVQ title and level: Level 2 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: G18 Promote additional services or products to customers	
Learning outcome 2: Inform customers about additional services or products	
Assessment criteria:	
2.1 choose the most appropriate time to inform their customer about additional services or products	
2.2 choose the most appropriate method of communication to introduce their customer to additional services or products	
2.3 give their customer accurate and sufficient information to enable them to make a decision about the additional services or products	
2.4 give their customer time to ask questions about the additional services or products.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Learning outcome achievement record

NVQ title and level: Level 2 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: G18 Promote additional services or products to customers	
Learning outcome 3: Gain customer commitment to using additional services or products	
Assessment criteria:	
3.1 close their discussion appropriately if their customer shows no interest	
3.2 give relevant information to move the situation forward when their customer shows interest	
3.3 secure customer agreement and check customer understanding of the delivery of the service or product	
3.4 take action to ensure prompt delivery of the additional services or products to their customer	
3.5 refer their customer to others or to alternative sources of information if the additional services or products are not their responsibility.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Knowledge evidence record

NVQ title and level: Level 2 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
Unit title: G18 Promote additional services or products to customers	
Learning outcome 4: Know and understand how to promote additional services or products to customers	
You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).	
When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.	
You need to show that you know, understand and can apply in practice what is listed below.	

KEY: FOR EVIDENCE TYPES	EI = EVIDENCE INDEX NUMBER	O = OBSERVATION	P = PERSONAL STATEMENT
	WT = WITNESS TESTIMONY	S = SIMULATION	APEL = ACCREDITATION OF PRIOR EXPERIENCE AND LEARNING
	Q&A = QUESTIONS & ANSWERS	EWE = EXPERT WITNESS EVIDENCE	PD = PROFESSIONAL DISCUSSION

Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
4.1 show that they know and understand their organisation's procedures and systems for encouraging the use of additional services or products			
4.2 show that they know and understand how the use of additional services or products will benefit their customers			
4.3 show that they know and understand how their customer's use of additional services or products will benefit their organisation			
4.4 show that they know and understand the main factors that influence customers to use their services or products			
4.5 show that they know and understand how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products			
4.6 show that they know and understand how to give appropriate, balanced information to customers about services or products			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:

Date:

Assessor's signature:

Date:

Internal verifier's signature:

Date: