### Training Package
Retail Services (SIR07)

### Unit title
Recommend hair, beauty and cosmetic products and services

### Unit code
SIRXRPK002A

### Competency field
Retail Product Knowledge

### Sector
Cross-Sector

### HSC Indicative Hours
25

### Unit descriptor
This unit describes the performance outcomes, skills and knowledge required to recommend and provide advice on hair, beauty and cosmetic products and services to customers.

### Prerequisite units
Nil

### Application of the unit
This unit involves the application of specialised product knowledge to provide accurate advice to customers and other sales staff on hair, beauty and cosmetic products. It requires sales and service team members to apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers.

### Employability Skills
The required outcomes described in this unit contain applicable facets of Employability Skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying Employability Skill requirements.

### Evidence Guide
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit
Evidence of the following is essential:
- continually updates and applies product knowledge to provide comprehensive advice to customers and staff
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs sales team members of skin and hair care essentials
- advises customers on the use and application of hair, beauty and cosmetic products, including hair, skin and nail care advice, colour coordination for hair and

#### Context of and specific resources for assessment
Assessment must ensure access to:
- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
  - store policy and procedures manuals
  - industry codes of practice and relevant legislation
  - an appropriate range of hair, beauty and cosmetic products
  - a range of customers with different requirements.

#### Methods of assessment
A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
- observation of performance in the workplace
- third-party reports from a supervisor
- a role play
- customer feedback
- written or verbal answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

#### Assessing Employability Skills
Employability Skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts. Employability Skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.
<table>
<thead>
<tr>
<th>Critical aspects for assessment and evidence required to demonstrate competency in this unit cont/d</th>
<th>Methods of assessment cont/d</th>
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<tbody>
<tr>
<td>make-up products and advice on current fashion trends and design elements • consistently advises on product performance and features and benefits of products according to store policy and procedures.</td>
<td>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</td>
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### Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

<table>
<thead>
<tr>
<th>The following skills <strong>must</strong> be assessed as part of this unit:</th>
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<tr>
<td>• interpersonal communication skills to:</td>
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<tr>
<td>- develop and maintain product knowledge</td>
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<tr>
<td>- recommend hair, beauty and cosmetic products through clear and direct communication</td>
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<td>- ask questions to identify and confirm requirements</td>
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<td>- use language and concepts appropriate to cultural differences</td>
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<td>- use and interpret non-verbal communication</td>
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<td>- handle customers with special needs, including difficult customers</td>
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<td>• literacy skills in the following areas:</td>
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<td>- reading and understanding product information</td>
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<td>- reading and understanding store policy and procedures</td>
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<td>- numerical skills in regard to estimating quantities.</td>
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<td>The following knowledge <strong>must</strong> be assessed as part of this unit:</td>
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<td>• store policy and procedures in regard to:</td>
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<td>- sales and customer service</td>
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<td>- methods of dealing with special needs and requests of customers</td>
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<td>- customer complaints</td>
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<td>- store services and procedures</td>
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<td>• store product range, including product types, properties, features, benefits and ingredients</td>
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<td>• design principles, common face and body shapes and their application to store product range</td>
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<tr>
<td>• fashion trends relating to store product range</td>
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<td>• store range of complementary products</td>
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<tr>
<td>• application methods for store product range</td>
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<td>• relevant legislation and statutory requirements</td>
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<td>• relevant industry codes of practice.</td>
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<tr>
<td>Element</td>
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|         | 1.1 Develop and maintain *product knowledge* by accessing appropriate *sources of information*. | *Product knowledge* may include:  
- brand options  
- application procedures and techniques  
- benefits and effects of various products  
- method of production  
- guarantees  
- price  
- ingredients  
- elements of design such as:  
  - line, direction, focal points, balance  
  - camouflage of skin or hair faults.  

*Sources of information* may include:  
- store or supplier product leaflets and manuals  
- fashion magazines  
- manufacturer representatives  
- product labels  
- hair and beauty shows  
- internet  
- customer feedback  
- designated staff members. |
| 2       | Identify hair, beauty and cosmetic products | Comparisons between products and services may relate to:  
- features and effects of products and services  
- method of application  
- price  
- storage requirements and shelf life. |
|         | 2.1 Identify store *product range* according to product information. | *Product range* may include:  
- hair products such as:  
  - hair colour  
  - shampoos and conditioners  
  - styling aids such as mousses, gels and hairsprays  
  - hair ornaments  
  - brushes, combs  
  - blow dryers |
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<th>Performance Criteria</th>
<th>Range Statement</th>
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| 2.2 Convey product information to *customers* and other *staff members* as required. | - beauty products such as:  
- skin care products for face and body  
- home care skin treatments  
- home care remedial products  
- sunscreen and tanning products  
- nail, hand and foot care products  
- cosmetic products such as:  
- face and body make-up, pre-make-up products and stabilisers  
- brushes, sponges  
- applicators  
- pallets  
- lash curlers, artificial lashes, tweezers  
- magnifying mirrors  
- containers and trays, make-up boxes  
- pencil sharpeners. | Customers may include:  
- people with routine or special requests  
- people with special needs  
- regular and new customers  
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.  
Staff members may include:  
- new or existing staff  
- full-time, part-time or casual  
- people with varying levels of language and literacy  
- people from a range of cultural, social and ethnic backgrounds. |
| 3 Recommend hair, beauty and cosmetic products and services | 3.1 Use questioning and active listening to identify *customer requirements*. | Customer requirements may include:  
- occasion (e.g. casual, professional, day or evening)  
- colour preferences and style  
- durability, function and usage  
- cost  
- lifestyle  
- physical characteristics, including allergic reactions  
- product preferences, including desire to use natural products  
- culture and ethnicity. |
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| 3.2     | Evaluate products and services according to customer requirements and product information. | Services may include:  
- product advice for home care treatments  
- hair, skin and nail care advice  
- hair, skin and nail care treatments  
- colour coordination for hair and make-up products  
- advice on current fashion trends and basic design elements. |
| 3.3     | Demonstrate features and benefits of products to customer to create a buying environment. |  |
| 3.4     | Apply detailed specialised product knowledge to provide accurate advice to customers regarding product performance according to manufacturer information and legislative requirements. | Legislative requirements may include:  
- consumer law  
- environmental protection  
- hazardous substances and dangerous goods  
- Trade Practices and Fair Trading Acts  
- Therapeutic Goods Act  
- OHS  
- industry codes of practice  
- waste disposal  
- pricing procedures, including GST requirements. |
| 3.5     | Explain and demonstrate products according to store policy and procedures and legislative requirements. | Store policy and procedures in regard to:  
- selling hair, beauty and cosmetic products  
- interacting with customers  
- product demonstration. |
| 3.6     | Identify and utilise opportunities to advise on or demonstrate and apply products to customers who are unfamiliar with aspects of product use. |  |
| 3.7     | Follow up with customer, where required, according to store policy. | Follow-up may include:  
- contact by store representative  
- return appointments for the customer. |