You can communicate with a client verbally and non-verbally. Here are the advantages and disadvantages to each communication form.

**Verbal (speaking)** = This can be projected through different manners and tones such as; professional, supportive, respectful, sensitively, it can also include open questioning related to the treatment.

**Advantages**
- Quick
- Instant response
- Client body language

**Disadvantages**
- No written record
- No time to consider
- No paper trail

**Non-verbal (not speaking)** = This can be projected through eye contact, body language and listening.

**Advantages**
- Written communication
- Detailed
- Recorded
- Clear & specific
- Opportunity to consider

**Advantages for body language** = expression for feelings, can identify anger, happiness and confusion easily.

**Disadvantages**
- Written communication
- Can't see reaction
- Can't change mind
- No opportunity for discussion

**Disadvantages for body language** = can't hide feelings, can also be a barrier.

G) Describe how to adapt methods of communication to suit the client and their needs.

There are many methods of communication the therapist may need to adapt to in order to suit their client and their needs. To adapt to a client, the therapist must work in a professional manner. The therapist must use positive body language, follow the salon rules and codes of
conduct. They must try and encourage the client to ask questions so they understand what the client is thinking. The therapist must be supportive, respectful and extra sensitive to the client and their privacy and personal details. Avoid engaging in inappropriate conversations. The therapist should focus on building a relationship with their clients by focusing the conversation on them to make them feel special. The therapist must not interrupt the client but listen and be patient. Some clients may be nervous, therefore need reassurance. The therapist must always respond appropriately and must never pass judgement. The therapist must always check their client understands the information provided to them.

Consultation communication can also help to suit the client and their needs as it helps the therapist to understand more about their client before carrying out a treatment. Such as the clients expectations, contra-actions, visual, manual, verbal, non verbal, questioning and listening.

H) Explain what is meant by the term ‘professionalism’ within beauty related industries.

The term ‘professionalism’ when related to beauty industries means the therapists behavioural conduct, integrity, trust and respect for others. Professionalism is about how the therapist projects who they are to others, their genuine self. It has everything to do with their approach and commitment.

I) Explain the importance of respecting a clients ‘personal space’.

It is important the therapist respects the client by giving them a reasonable amount of personal space when carrying out any part of a treatment. This is so that the client is comfortable, this can be done by leaving a functional amount of space between the therapist and the client, suitable covering of the client (gowning), a suitable location for consultations, client privacy and unobtrusive behaviour.

If the client is uncomfortable, they won’t return.

J) Describe how to use suitable consultation techniques to identify treatment objectives.

It is important the therapist uses suitable consultation techniques to give the perfect treatment to the client. Consultation communication again is important to establish the clients requirements-for example; if the client wanted a full face of makeup treatment, using consultation communication allows the therapist to find out everything they need to know about their clients skin type through the correct questions. If the client had oily skin and regular breakouts, the therapist knows in the next part of the consultation, what products they can and can't use. Finding the clients requirements such as age, background, special needs etc is the next step and can really help to give the therapist more background. For example, the client could be of a young age, indicating their hormones could be the cause for their oily skin and breakouts, once the therapist has found their clients requirements, they can decide on their therapists needs, this can be confirmed by assessing the client's suitability, client agreement, realistic outcome, cost, duration and frequency of treatments and any additional services. For example, a client wanting
a makeup treatment with oily and breakout skin, the therapist may decide to go for a matte, full coverage look to minimise appearance of breakouts and to prevent excess oils. After every treatment, the therapist must give aftercare and recommendations. They can do this by explaining the treatment to the client, advising the client with the most suitable treatment for them and further treatments needed. Client care and any questions from the client. For example, a recommendation could be to get a facial to prevent breakouts and to top up with a setting powder throughout the day to prevent excess oils.

K) Explain the importance of providing clear recommendations to the client.

It is important that the client has a clear idea of what their treatment is and consists of and that they have been recommended the most suitable treatment for them. The client should have aftercare advice, how to prevent contra-actions. If the client cannot have the treatment they wanted, the therapist should recommend another treatment that they could have, recommend products for them and have good knowledge when they make recommendations. The therapist must talk clearly when giving advice to ensure the client understands.

Outcome 2-
C) Evaluate feedback

There are many ways to give and receive feedback, client consultation forms are to give the therapist and client a direction of what the best treatment would be. Other ways client feedback can be evaluated is through comment boxes, verbal and non verbal methods, relating to constructive feedback, teamwork, employee training reputation, repeat business and additional treatments. It is important the therapist receives client feedback as it helps improve a product or service.

D) Evaluate measures used to maintain client confidentiality.

There are many different ways a salon/therapist must store clients confidentiality. Data protection and use of sensitive information must be professionally documented. Every client has access to their own records- this is to maintain the client's confidence. Record cards are used to track clients history, methods of destroying sensitive data, access available to authorised persons, time limit of storage of data and secured storage facility.

E) Explain the importance of adapting retail sales techniques to meet client requirements.

It is important therapists adapt to the retail sales techniques to meet client requirements as sales techniques include the performance of body language, verbal and nonverbal communication, testers, samples, links to treatment, product knowledge, benefits, listen to clients needs, record cards and lifestyle factors. These all help the therapist to deliver a successful treatment so it is important that they adapt to these methods effectively.
F) Identify methods of improving own working practices.

To improve own working practises, SWOT analysis can be used to look at different sectors. Also looking at the performance of sales, productivity and analysis can show where to improve. A more interactive way to find improvement is to get feedback from clients, mystery shoppers and peer assessments. All these can show where to improve working practises.

G) Describe how to resolve client complaints.

All client complaints must be dealt with in a polite and professional manner, this is good client care. Any complaint should be passed onto a senior therapist/ receptionist or manager to be dealt with properly and to resolve the situation. Good communication, eye contact, facial expressions are used at all times. The situation is dealt with calmly and there should be methods of recording complaints.