outcome 1

To be able to communicate in a professional manner when dealing with clients

F. Assess the advantages and disadvantages of different types of communication with clients

When verbally communicating with your client it is important your speaking manner and tone is professional always you must be respectful and supportive and sensitive towards the client, using open questioning e.g. how? were? when? why? using open questioning encourages the client to give much more information.

The advantages of verbal communication are that it is a quick and instant response is given and you can pick up the client’s body language.

The disadvantages of this is that there is no written record, and no time to consider their answers as perhaps they would if they were completing a document. Also, there is no paper trail if there are any queries, questions or legal problems later.

The advantages of nonverbal communication are that you can observe their body language, this gives an indication of how they are feeling e.g. happy, confused, angry which you would not be able to tell from a written document.

The disadvantages are that you can’t always hide feelings which could be a barrier.

Written communication advantages are it can be detailed, clear, specific, recorded, they have time to consider their answers and you have a paper trail if needed later.

Written communication disadvantages are there is no opportunity for discussion or clarification if they don’t understand the questions, you cannot see their reactions, and they cannot change their mind.

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

There are various ways to communicate with clients and the following should be taken in to consideration

- The clients Age should be considered e.g. if it’s an older client they may be hard of hearing, a younger client may not be as worldly wise.

- The amount of time you have available to spend with the client.

- The treatment might need detailed explanation and you may have to visually demonstrate or show them pictures.

- The clients may have forgotten their glasses and need help filling out the form.

- They might not be able to hear properly so the therapist might need to write things down or face them so they can lip read.

- Clients with different cultural backgrounds and languages may need longer to explain and make sure they understand.

- You shouldn’t use technical jargon with clients as they may not understand what you are saying.
H. Explain what is meant by the term professionalism within beauty related industries

When working in a professional manner you must abide by salon regulations and codes of conduct, you must encourage your clients to ask questions throughout if unsure of anything.

You must also be sensitive to client’s personal details and privacy avoiding any inappropriate conversations and remembering to use positive body language and looking professional all the time.

The therapist should be looking immaculate and professional always the therapist should be wearing a professional overall or suitable clothing, making sure all hair is tied back neatly and all the jewellery is removed, light day make up should be worn and nails in good condition ensuring no polish or nail extensions are worn as this will avoid clients having any reactions, personal hygiene is important we must ensure that not only do we look professional but we must oral and bodily cleanliness to have had a shower or bath and that deodorant has been applied but avoiding over powering perfume or deodorants,

we must also cover any cuts or abrasions.

When in the place of work, we must ensure that we as therapists are respecting other colleagues we should avoid all gossip, we must take consultation communications pride in our work at all time

rembering to be punctual, we must always be polite cheerful and of a friendly manner, with a positive attitude good eye contact and open body language.

we must always be honest and be loyal to all our client’s colleagues and our employer.

I. Explain the importance of respecting a client’s personal space

There should be space between the client and the therapist as if you are too close they might feel uncomfortable or intimidated, it is always advisable to find a suitable location that is private and unobtrusive for the consultation. When performing treatments client’s privacy and modesty should be maintained always to ensure client comfort.

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

it is essential that a consultation is carried out, this is a good opportunity for the therapist to get to know the client, this is also to understand clients expectations and requirements for the treatment and to assess clients’ needs and for the therapist to give appropriate advice and to determine suitability for the treatment, this gives an opportunity to discuss if they will need further treatments and determine how much the treatment will cost with a realistic goal for both client and therapist this will also be able to determine the duration for the end result the consultation gives time for the client to relax and feel comfortable in the therapists company this starts to gain trust as many clients will be nervous the first time they visit a new therapist or salon.

In consultation, you should ask to declare any current or previous health problems or medical conditions e.g. previous surgery or medical condition as this might affect the treatment that you will deliver and in some cases their might be contraindications.
while filling out the consultation form it is vital that the therapist listens carefully to the client throughout, aftercare advice to follow when leaving the salon e.g.: drinking plenty of water after treatment to flush out toxins from the body when completed the consultation form must be signed by both the client and the therapist.

A client record card should also be filled out this is to maintain and update any information relevant to the client and the treatment plan, this this ensures that the treatments are continuous but that all staff that may treat the customer in the future may know of any medical conditions that the client may suffer from.

The therapist should have good understanding of the treatment being carried out and have a range of terminology linked to every treatment, remembering good eye contact is key, verbal communication and nonverbal communication also to be used as well as visual and manual questioning remembering to listen to the client always.

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

It is important to provide clear recommendations to the client

- They need to understand fully the treatment process and Any expected sensations, Skin reactions and outcomes, if the client has unrealistic expectations they will be satisfied and may complain. You must recommend the correct treatment for the client you should complete a through consultation to find out the most suitable treatment for the client, also if they know what to expect they might be able to relax more during the treatment.
- aftercare advice must be clear so that they can follow it carefully to get the best results and maintain the treatment longer. If aftercare is not followed correctly they may have a contra action e.g. going on the sunbeds after a treatment they may have a reaction.
- They may need to make some lifestyle changes or buy retail products to achieve the best results and this must be explained and agreed by the client.
- Sometimes more than one treatment is required this should be explained and agreed with the client beforehand.
- Recommendations should be given to clients to help get repeat clients and increase profits, this should be handled in a professional manner so that the client trusts you will return and recommend the salon to friends and family.

Outcome 2

C. Evaluate Client Feedback

It is very important to evaluate clients feedback, there are many ways that this can be done

- Clients can be asked verbally if they were happy and enjoyed their treatment.
- they can be asked to complete an evaluation form after the treatment
- salons can have customer comment boxes for feedback
- If they rebook or tell friends to book in means that they have been happy with the service.
it is also possible to tell by client’s body language if they are happy or not. Crossed arms usually indicate they are not happy whereas a happy smiling relaxed client is usually satisfied with the treatment.

When the feedback is being received it is important to act on it. You should relate to it in a constructive way. You should be professional and polite and courteous always whether the feedback is good or bad. Then if any actions need to be made they should be done efficiently and effectively.

If client satisfaction is improved the salon will have a good reputation, repeat business, additional treatments booked in and increased revenue.

Any employee training that might be required to improve client satisfaction should be arranged and regular meetings to discuss any issues should take place.

It is good for team building, career development and if staff are happy and confident this reflects in the atmosphere of the salon and clients are happy.

D. Evaluate measures used to maintain client confidentiality

There are various ways that you can maintain your clients Confidentiality, this is important to comply with the Data protection act and so that you don’t lose clients. Clients information should be stored safely in a locked cabinet and their information should never be given to anyone who is not employed at the salon.

Any information that is stored on a computer must have a password and only be accessible to authorised people.

Only information that is relevant and up to date should be obtained from the client.

Data that is no longer needed (e.g. records cards after the required length of time that they should be kept.) Should be disposed of in a secure manner.

Clients are allowed access to their records at any time so care should be taken when making any notes

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

Different clients will respond to different sales techniques. It is important to try to get to know your client and build up rapport so that you know the best methods to use.

Treatment and product knowledge is vital as you need to be confident when trying to sell.

Some clients are happy to just let you tell them how it works, others prefer to see a demonstration or visually see the treatment in process. E.g. A video

It is best to try and relate the treatment or product to their individual needs and tell them how they will benefit from it

You should observe and be aware of their body language and have positive body language yourself. And be aware of buying signals. E.g. how much is it?

Sometimes it can help if the client can try the product so taters or samples can be used.

F. Identify methods of improving own working practices
It is vital to have good working practices and to constantly evaluate and update them to ensure the smooth and efficient running of the salon.

You can perform a SWOT analysis (strengths, weaknesses, opportunities and threats to business) and put an action plan in place.

Things that should be identified and improved are sales, productivity, checking feedback from clients, monitoring repeat business and new trends.

It is also recommended to carry out peer assessments, observations and appraisals. Some salons also arrange for a mystery shopper to come in and give unbiased feedback.

This will also help to keep and improve standards and increase revenue.

G. Describe how to resolve client complaints

Clients complaints should be dealt with in a polite, courteous and professional manner, staff should know who to refer complaints too and they should only be dealt with the relevant person who can resolve the situation e.g. senior staff or manager. It is very important to use good communication and techniques including verbal and non-verbal body language. Situations should be dealt with promptly, calmly and in an area away from other clients. There should be a procedure in place and a method of recording the complaints and the actions taken.