

**Specification of Competency Standards for Hairdressing Industry**

**Unit of Competency**

1. Title	Sell Hairdressing Products, Tools and Equipment to Salons
2. Code	105396L2
3. Range	This unit of competency (UoC) is applicable in hairdressing business locations. Practitioners should be able to promote and sell hairdressing products, tools and equipment to salons or hairdressing retailers under supervision and according to the code of practice established by the organization.
4. Level	2
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Possess knowledge of selling salon products and equipment</p> <ul style="list-style-type: none"><li>◆ Understand the sales goal, policy and procedures established by the organization</li><li>◆ Master the features, strengths and weaknesses of products of the organization</li><li>◆ Know about good selling skills and their importance, including:<ul style="list-style-type: none"><li>• Understand customer needs</li><li>• Arouse customers' interest</li><li>• Establish good interpersonal relationship</li><li>• Observe body language</li><li>• Facilitate transactions</li></ul></li><li>◆ Understand basic customer relationship management (CRM) concepts</li></ul> <p>6.2 Sell hairdressing products, tools and equipment to salons</p> <ul style="list-style-type: none"><li>◆ Set up a simple customer visit plan</li><li>◆ Establish good communication relationship with customers in order to understand the needs of salons or retailers</li><li>◆ Apply good selling skills to correctly introduce and actively promote the features, functions and use of products and equipment, so as to facilitate transactions</li></ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"><li>◆ Apply good interpersonal communication skills to establish and maintain quality customer service relations</li></ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <p>(i) Apply good selling skills and CRM according to corporate guidelines and sales policy to complete the transactions successfully.</p>
8. Remark	