

**40536****Assist with sales and promotional activities for skincare, makeup and other cosmetics**

<b>Kaupae   Level</b>	3
<b>Whiwhinga   Credit</b>	10
<b>Whāinga   Purpose</b>	<p>This skill standard is for people who want to learn basic skills and techniques for promoting, marketing, and selling skincare, makeup and other cosmetics products.</p> <p>It is intended for those employed or intending to be employed as assistant makeup technicians or retail assistants in salons and/or other businesses where skincare, makeup, and other cosmetics products are applied, marketed, and sold.</p> <p>It can be used in programmes leading to the New Zealand Certificate in Skin Care and Cosmetics (Level 3) [Ref: 3442].</p>

**Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria**

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Apply relevant techniques that assist product sales.	a. Apply techniques to increase average transaction value and maximise sales opportunities.
	b. Communicate effectively to highlight product benefits.
2. Contribute to visual merchandising for skin care makeup and/or other cosmetic products.	a. Create visually appealing product displays and promotional signage to attract customers' attention and stimulate interest in featured products.
	b. Maintain product displays so that they are organised and aesthetically pleasing in appearance, to facilitate easy browsing and product discovery.
	c. Prepare promotional content for release on social media and other online platforms.
3. Assist with promotional activities for makeup and skin care.	a. Participate in promotional events to promote skincare, makeup, and cosmetic products.
	b. Develop interactive experiences, which showcase product usage and effectiveness, to drive interest and generate sales.

**Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria****Assessment specifications:**

The assessment must take place in a realistic practical setting such as a salon, retail workplace or other simulated environment.

**Ngā momo whiwhinga | Grades available**

Achieved.

**Ihirangi waitohu | Indicative content**

- Sales techniques and procedures, including customer interaction, procedures for completing sales, and aids relating to services and retailing (e.g., loyalty and reward schemes).
- Techniques for increasing sales per transaction, (e.g., upselling and cross-selling).
- Meeting business targets.
- Creating safe and attractive product displays within agreed timeframes.
- Stock management, including organisation, handling, storage, and monitoring levels and quality.
- Functions of different social media and online platforms and how these can be safely and ethically utilised for product promotion.
- Organisational policies and procedures for online communications.
- Organising and conducting promotional events including:
  - identifying opportunities for promotional events (e.g., Mother's/Valentine's Day, beauty workshops etc.) with reference to events calendars and marketing plans.
  - promoting and/or advertising an event (including by email, social media, or other online communications).
  - particulars for an event including management of stock, product demonstrations, and interaction with attendees.
  - adhering to brand requirements.

**Rauemi | Resources**

- [Rules of the New Zealand Association of Registered Beauty Professionals Incorporated.](#)
- [Code of Ethics for Members of the New Zealand Association of Registered Beauty Professionals Inc.](#)
- [Health, Hygiene and Safety Standards for Registered Beauty Professionals.](#)
- [Health and Safety at Work Act 2015.](#)
- [Privacy Act 2020.](#)

**Pārongo Whakaū Kounga | Quality assurance information**

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Toi Mai Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Service Sector > Beauty Services > Cosmetology
<b>Ko te tohutoro ki ngā Whakaritenga i te</b> <b>Whakamanatanga me te Whakaōritenga  </b> CMR	0099

<b>Hātepe   Process</b>	<b>Putanga   Version</b>	<b>Rā whakaputa   Review Date</b>	<b>Rā whakamutunga mō te aromatawai   Last date for assessment</b>
<b>Rēhitatanga   Registration</b>	1	27 February 2025	N/A
<b>Kōrero whakakapinga   Replacement information</b>	This skill standard replaced unit standard 27648.		
<b>Rā arotake   Planned review date</b>	31 December 2029		

Please contact Toi Mai Workforce Development Council at [qualifications@toimai.nz](mailto:qualifications@toimai.nz) to suggest changes to the content of this skill standard.