

Title	Demonstrate knowledge of promotional activities within a make-up and skin care workplace		
Level	3	Credits	7

Purpose	<p>This unit standard is for people who are employed, or wish to be, as a make-up and skin care advisor at a cosmetics counter. It provides an introduction to the skills and knowledge required to progress towards the role of Cosmetics Counter Sales Person or similar.</p> <p>People credited with this unit standard are able to demonstrate knowledge of the role of make-up and skin care advisor, and demonstrate knowledge of sales techniques, merchandising, and make-up and skin care events relevant to a make-up and skin care advisor.</p>
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Classification	Beauty Services > Beauty Therapy
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Available grade	Achieved
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Guidance Information

1 Definitions

Client information system, for the purposes of this unit standard, refers to any manual or electronic system used to collect and store information about clients, for example a file card system.

Cosmetics counter, for the purposes of this unit standard, refers to any in-store counter dedicated to the sale of cosmetics from a single cosmetics house.

Cosmetics counter events, for the purposes of this unit standard, may include but are not limited to – gift with purchase promotion, visiting consultant(s), in-store consultant(s).

In-store means within a clinic, salon, cosmetic counter, or other store.

KPI means key performance indicator.

Workplace requirements, for the purposes of this unit standard, refer to any policies, procedures, and requirements of the company and/or workplace involved, and any ethical codes of relevant professional management, which collectively provide a standard that applies to all competent performances in this unit standard. It is assumed that such requirements exist in all companies and/or workplaces.

- 2 All performances in this unit standard must comply with the requirements of: Consumer Guarantees Act 1993, Fair Trading Act 1986, Health and Safety in Employment Act 1992, Privacy Act 1993, and their subsequent amendments; The New Zealand Association of Registered Beauty Therapists (9th ed, April 2009). *Code of Practice for Beauty Therapy Clinics, Spas and Training Establishments* (Auckland, NZ), and The New Zealand Association of Registered Beauty Therapists (April 2009).

Code of Ethics for Members of The New Zealand Association of Registered Beauty Therapists Inc. (Auckland, NZ), both available from <http://www.beautynz.org.nz>.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the role of a make-up and skin care advisor.

Performance criteria

- 1.1 KPIs are explained in terms of meeting end of month sales targets.
- 1.2 Sales analysis techniques used by a make-up and skin care advisor are explained in terms of how they are used to ensure KPIs are met.
- Range sales analysis techniques include but are not limited to – identifying current position relative to the target, calculation of sales per transaction required to meet target, identifying client concerns, overcoming sales objectives.
- 1.3 The client information system used at the make-up and skin care is explained in terms of how the data it collects can be used to assist an advisor to meet KPIs.
- 1.4 Business relationships are explained in terms of how they can be used to assist a make-up and skin care advisor to meet KPIs.
- Range may include but is not limited to business relationships with – customers, other section manager, line manager, other counter assistants.

Outcome 2

Demonstrate knowledge of sales techniques, merchandising, and make-up and skin care events relevant to a make-up and skin care advisor.

Performance criteria

- 2.1 Sales techniques and procedures relevant to a make-up and skin care advisor are described in terms of workplace requirements.
- Range includes – techniques for acknowledging customers, techniques for verbal interactions, procedures for completing the sale.
- 2.2 Methods to increase sale per transaction are described in terms of how they contribute to meeting KPIs.
- Range includes but is not limited to – up-selling/companion selling, cosmetics counter events.

- 2.3 Merchandising for a make-up and skin care event is demonstrated in terms of cosmetics house and in-store requirements.

Range includes but is not limited to – personal presentation, counter presentation, merchandise presentation.

- 2.4 Make-up and skin care events are described in terms of how they can contribute to increased sales, and how they are organised and executed within cosmetics brand and in-store requirements.

- 2.5 Make-up and skin care events are organised and executed, under supervision, in accordance with cosmetics brand and in-store requirements.

Range organisation and execution, depending on the event, may include but are not limited to – merchandising, booking appointments; evidence is required for a minimum of two events.

Replacement information	This unit standard was replaced by skill standard 40536.
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This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	15 March 2012	31 December 2018
Review	2	21 May 2015	31 December 2026
Revision	3	10 December 2015	31 December 2026
Review	4	27 February 2025	31 December 2026

Consent and Moderation Requirements (CMR) reference	0035
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.