

Title	Provide reception and client sales services for the beauty industry		
Level	4	Credits	6

Purpose	People credited with this unit standard are able to: demonstrate knowledge of the receptionist role and functions for the beauty industry; demonstrate communication skills for customer service and client sales in the beauty industry; and maintain a beauty industry reception area.
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Classification	Beauty Services > Beauty Therapy
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Available grade	Achieved
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Explanatory notes

1 Definition

Salon requirements, for the purposes of this unit standard, refer to any policies, procedures, and requirements of the company and/or workplace involved (including manufacturers' instructions), 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 enterprise 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 at Work Act 2015, Privacy Act 1993, Health Act 1956, and their subsequent amendments; The New Zealand Association of Registered Beauty Therapists, *Code of Ethics for Members of The New Zealand Association of Registered Beauty Therapists Inc.* (9th ed, April 2009) (Auckland, NZ), and The New Zealand Association of Registered Beauty Therapists, *Health and Hygiene Guidelines* (1st ed., August 2016) (Auckland, NZ), both available from <http://www.beautynz.org.nz>.

- 3 Evidence generated during assessment against this unit standard must meet salon requirements and be consistent with industry practice and knowledge. Such knowledge is available in reference texts, models, and other information-bearing media. No one textbook or other source of information is envisaged, as new approaches to the study of beauty therapy are published regularly.

Outcomes and evidence requirements

Outcome 1

Demonstrate knowledge of the receptionist role and functions for the beauty industry.

Evidence requirements

- 1.1 The functions of the receptionist in the beauty industry are explained.
- Range familiarity with aims and objectives of the organisation, pro-active member of the organisational team, knowledge of personnel and their responsibilities, products and services, retaining client support, promotion and sales.
- 1.2 The benefits that a competent receptionist can foster for the beauty enterprise and/or organisation are defined in terms of maintaining the reception area, client sales services, effective client and organisational links, and positive organisational promotion.
- 1.3 Ethical considerations are defined in terms of business confidentiality, client confidentiality and discretion, and legislative requirements.

Outcome 2

Demonstrate communication skills for customer service and client sales in the beauty industry.

Evidence requirements

- 2.1 Customer enquiries are responded to.
- Range may include but is not limited to – telephone, e-mail, in person at reception;
greeting caller, processing enquiries, taking messages, making appointments, maintaining telecommunication records, providing information about products and services, call closure.
- 2.2 Reception functions are demonstrated to provide quality customer service and client sales in terms of oral language skills, receiving clients, ascertaining and meeting needs, and relaying messages.
- 2.3 Non-verbal methods of communication are demonstrated in terms of body language, facial expression, posture, voice, and space.
- 2.4 Listening skills are identified and demonstrated in terms of hearing, comprehending, recalling, paraphrasing, and feedback.

Outcome 3

Maintain a beauty industry reception area.

Range includes but is not limited to – client sales services.

Evidence requirements

- 3.1 Operations of a reception area are identified in terms of customer facilities and reception facilities.

- 3.2 Systems for recording appointments, managing diaries, maintaining reception records and consultation cards, stock control, cash register and banking are identified and applied.
- 3.3 Requests are processed in terms of staff information, product and/or service information, and client information.
- 3.4 Time management principles are applied.
- Range time management principles include but are not limited to – analysing activities, prioritising tasks, allocating time, identifying time wasters, regular review of use of time.
- 3.5 Guidelines for handling emergencies in the reception area are identified.
- 3.6 Reception area is maintained and client sales services are provided.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 February 2017	N/A

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>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact the NZ Hair and Beauty Industry Training Organisation Inc
enquiries@hito.org.nz if you wish to suggest changes to the content of this unit standard.