****

**Client Care & Communication in beauty-industries**

1. **Assess the advantages and disadvantages of different types of communication used with clients.**

|  |
| --- |
| *Discuss the pros and cons of Verbal Communication & Written Communication.* |

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

|  |
| --- |
| *Think of situations where you would need to adapt communication such as Age, Sex, Religion, Disability, Special Needs, Knowledge of client etc.*  |

1. **Explain what is meant by the term ‘professionalism’ within beauty related industries**

|  |
| --- |
| *Professionalism is a broad term within the beauty industry, write about what you think professionalism includes, e.g. polite, good communication, well dressed, uniform, respect, punctuality, dedication, motivation etc.*  |

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

|  |
| --- |
| *Space between client & therapist, positioning of client, covering of client, suitable location for consultation, client comfort, client privacy, unobtrusive.*  |

1. **Describe how to use suitable consultation techniques to identify treatment objectives**

|  |
| --- |
| *How would you assess client needs and suitability for treatment – give examples of open ended questions you would ask them, talk about cost of treatment, results, realistic expectations.*  |

1. **Explain the importance of providing clear recommendations to the client**

|  |
| --- |
| *Think about what recommendations you would give to the client and why, ensures good treatment outcome and prevents contra-actions, completes consultation process, satisfies insurance & legal purposes.*  |

1. **Explain the importance of evaluating client feedback**

|  |
| --- |
| *Think of the reason why client feedback is important to you as a therapist and to the business as a whole.*  |

1. **Evaluate measures used to maintain client confidentiality**

|  |
| --- |
| *Research the Data Protection Act 1998.* |

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

|  |
| --- |
| *Think of selling products or additional services, promotional offers, samples, retail displays, demonstrations, open events, existing client offers*, *benefits to client using products, lifestyle factors.*  |

1. **Identify methods of improving own working practices**

|  |
| --- |
| *Think of SWOT analysis, sales, productivity, questionnaires, feedback from clients, further training, peer assessment, shadowing senior therapist, Managers appraisal, repeat business.*  |

1. **Describe how to resolve client complaints**

|  |
| --- |
| *Every clinic should have a complaints policy, Professional manner, polite, courteous, good client care, senior therapist, dealt with appropriately, resolve situation, good communication techniques, body language, keeping calm, methods of resolving complaints.*  |