

# UV10344

## Presenting a professional image in a salon

Through this unit you will develop an understanding of how to communicate professionally in a salon.

You will explore the industry you are working in - looking at the effects of positive and negative behaviour, how you can present a professional image in the salon and how to maintain personal hygiene.

Level

**1**

Credit value

**3**

GLH

**25**

Observation(s)

**3**

External paper(s)

**0**



# Presenting a professional image in a salon

## Learning outcomes

On completion of this unit you will:

1. Be able to communicate in a salon environment
2. Be able to present a professional image and maintain personal hygiene in a salon

## Evidence requirements

1. *Environment*  
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*  
Simulation is not allowed in this unit.
3. *Observation outcomes*  
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least three occasions**.
4. *Knowledge outcomes*  
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
5. *Tutor/Assessor guidance*  
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
6. *External paper*  
There is no external paper requirement for this unit.

# Achieving observations and range

## Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

## Maximum service times

There are no maximum service times that apply to this unit.

## Achieving range

There are no range statements that apply to this unit.



# Observations

## Outcome 1

### Be able to communicate in a salon environment

You can:

- a. Communicate professionally in a salon environment to meet the needs of different people

*\* May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



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## Outcome 2

### Be able to present a professional image and maintain personal hygiene in a salon

You can:

- a. Present a professional image in line with salon policy

*\* May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

# Knowledge



## Outcome 1

### Be able to communicate in a salon environment

You can:

Portfolio reference /  
Assessor initials\*

b. Identify the effects of positive and negative attitudes and behaviours

*\*Assessor initials to be inserted if orally questioned.*

*Requirements highlighted in white are assessed in the external paper.*





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**Outcome 2**

**Be able to present a professional image and maintain personal hygiene in a salon**

You can:	Portfolio reference / Assessor initials*
b. Identify how to promote a professional image in a salon	
c. Identify how to maintain personal hygiene	

*\*Assessor initials to be inserted if orally questioned.*

*Requirements highlighted in white are assessed in the external paper.*

# Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

## Outcome 1: Be able to communicate in a salon environment

**Professional communication in a salon environment:** Try to avoid technical language, always respond, consider client's confidentiality.

**Verbal** – speaking (tone of voice, the language you use, how quickly and how clearly), questioning (open, closed, probing).

**Non-verbal** – body language, positive attitude (your posture, facial expressions, hand gestures, the distance you stand), listening (be patient, try to understand).

**Written** – visual aids, magazines, client records.

**Behave professionally in a salon environment:** Follow health and safety practices and procedures, follow salon code of conduct, respect and co-operate with others (team work – be sympathetic, fair, not aggressive), avoid gossip, value client(s), use appropriate language, maintain confidentiality, uphold a polite, cheerful and friendly manner (friendly facial expressions, open body language, positive attitude), eye contact, sensible behaviour, take pride in work, be punctual, employer and client loyalty.

**Positive attitudes and behaviour towards other people:**

**Examples of positive attitude** – positive expressions/body language, nod in agreement, maintain eye contact, positive manner and behaviour, team work, efficient

working, efficient use of time, professional manner, enjoy job role/work.

**Outcome of positive attitude** – happy client, pleasurable experience, timely job completion, client feels valued, repeat business, good morale, good clientele returns, increased salon profits, higher wages, job stability, mutual respect.

**Negative attitude/behaviour towards other people:**

**Examples of negative attitude** – negative expressions, frown, no eye contact, arms folded, slouching, negative manner, unhelpful, tension.

**Outcome of negative attitude** – risk of causing harm, embarrassment for clients and work colleagues, low morale, feelings of awkwardness or uncomfortableness, unpleasant atmosphere/working conditions, unpleasant client experience, loss of business, bad reputation, affect income negatively, loss of jobs, closing of business.

**Adapting communication to suit different people:** Use a level of vocabulary to suit your client, avoid technical language/jargon, keep to the subject matter, pronounce words distinctly, vary pitch of voice for client, adapt language style to suit the audience, allow opportunities for others to express their views,

**New clients** – be informative (verbal communication important), leaflets.



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## Outcome 1: Be able to communicate in a salon environment (continued)

**Regular clients** – avoid over familiarity.

**Hearing impaired** – use visual aid and clear speech, face client, allow for lip reading.

**Visually impaired** – use clear speech, use descriptive language.

**Physical disability** – sit at client's level, communicate normally.

**Happy client** – remain professional.

**Angry/confused client** – control manner to avoid inflaming problem.



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## Outcome 2: Be able to present a professional image and maintain personal hygiene in a salon

**Promoting a professional image in a salon:** Set the standards, walking advert, present an approachable appearance, ready to lend a hand, caring and friendly attitude, willing nature, expected level of skill, easy to talk to, good posture, pay special attention to clients, salon dress code, salon codes of conduct, clean, warm and tidy salon, good team work, professional client consultations, client hospitality and care.

### **How to maintain personal hygiene:**

**Personal appearance** – clothes/uniform (washed/ironed daily), hair (clean, healthy, manageable, off face), personal hygiene (shower daily, clean teeth, fresh breath deodorant, avoid overpowering perfume/aftershave), workable length clean nails (hair), short clean nails (beauty), minimal jewellery/no jewellery, light fresh make-up, comfortable clean shoes.

**Before/during treatment** – wash hands between clients, cover cuts and wounds with plaster, wear personal protective equipment.

**Salon health and safety:** Health and safety at work, control of substances hazardous to health, reporting of injuries diseases and dangerous occurrences, personal protective equipment, electricity at work, manual handling, supply of goods and services, trade description, data protection, employer's liability (compulsory insurance), occupier's liability, local by-laws (set by council), salon rules, code of conduct, observance by all staff.