

Accreditation : This Module is a Nationally Accredited Course
Title : SIRXRPK002A – RECOMMEND HAIR / BEAUTY / COSMETICS
Field Of Study : Product Knowledge

What is this course all about?

This unit involves the application of specialised product knowledge to provide accurate advice to customers and other sales staff on hair, beauty, and cosmetic products. It requires a greater depth of specialist or general product knowledge and a greater need for experience and skill in offering advice to customers.

When you have finished this course you should be able to demonstrate your ability to:

Research store product range – SIRXRPK002A/01

- ❑ Product knowledge developed and maintained by accessing relevant sources of information.
- ❑ Store product range accurately identified according to product information..
- ❑ Product information conveyed to other staff members as required.
- ❑ Comparisons between products and services researched and accurately applied according to product information.

Identify hair/beauty/cosmetic products - SIRXRPK002A/02

- ❑ Store product and service range correctly identified.
- ❑ Customer needs correctly identified.

Recommend hair/beauty/ cosmetic products - SIRXRPK002A/03

- ❑ Products accurately evaluated according to customer needs and product information.
- ❑ Features and benefits of products demonstrated to customer to create a buying environment
- ❑ Detailed specialised knowledge of product applied to provide accurate advice to customers regarding product performance according to manufacturers information and legislative requirements
- ❑ Products fully explained and clearly demonstrated and/or applied according to store policies and procedures and legislative requirements.

- ❑ Opportunities promptly taken to advise/demonstrate to customers who are unfamiliar with aspects of product use.
- ❑ Customer followed up where required according to store policy

Some examples of individuals that will benefit from these courses are: -

- ❑ Managers
- ❑ Supervisors
- ❑ Sales and/or Customer Service Staff
- ❑ Administration / Operations

You will have better skills & knowledge and familiarise yourself more in the following areas -

- ❑ Continually updates and applies product knowledge to provide comprehensive advice to customers and staff.
- ❑ Consistently applies store policies and procedures and industry codes of practice in regard to sales/customer service procedures.
- ❑ Consistently advises customers and informs sales team members of skin and hair care essentials;
- ❑ Consistently and accurately advises customers on the use and application of hair, beauty and cosmetic products, including hair, skin and nail care advice, colour coordination for hair and make-up products and advice on current fashion/trends and design elements;
- ❑ Consistently advises on product performance and features and benefits of products according to store policy and procedures;
- ❑ Store policies and procedures, in regard to:
 - Sales/customer service.
 - Methods of dealing with special needs/requests of customers
 - Customer complaints
 - Methods of dealing with special needs/requests of customers
 - Store product range, including product types, properties, features, benefits and ingredients
 - Design principles, common face and body shapes and their application to store product range
 - Fashion trends relating to store product range
 - Store range of complementary products
 - Application methods where applicable, for store product range
- ❑ Interpersonal communication skills
- ❑ Handling customers with special needs, including difficult or abusive customers;

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:

- ❑ Consumer law;
- ❑ Environmental protection;
- ❑ Occupational health and safety;
- ❑ Industry codes of practice;
- ❑ Waste disposal;
- ❑ Pricing procedures including Goods and Services Tax (GST) requirements

What Recognition will you achieve?

Where a demonstrated competency has been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus. A certificate will be issued upon successful completion of this module.

How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit.

Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9482-6988 or simply visit our website on www.matrixtraininggroup.com/downloads.php In order to download this application.

What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is www.matrixtraininggroup.com

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3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support