

# Participant Handbook

Sector  
**Beauty and Wellness**

Sub-Sector:  
**Product and Sales**  
Occupation: **Sales &  
Consultancy Services**

Reference ID: **BWS/Q4001,**  
**Version: 2.0 NSQF Level 3**



## Assistant Beauty & Wellness Consultant



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**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



# Certificate

## COMPLIANCE TO QUALIFICATION PACK-NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**BEAUTY & WELLNESS SECTORSKILL COUNCIL**

for

## SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying To National Occupational Standards Of

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The preparation of this manual would not have been possible without the support of the Beauty and Wellness Industry. The Industry feedback has been extremely encouraging from inception to conclusion & it is with their inputs that we have tried to bridge the skill gaps existing today in the industry.

This participant manual is dedicated to all the aspiring youth who desire to achieve special skill which would be a lifelong asset for their future endeavors and help them make a bright career in the Beauty and Wellness Sector.

## About This Book

One of India's fastest growing consumer product sectors is the beauty and personal care product market. The beauty and personal care product market in India could be widely classified into five categories - body care, hair care, face care, hand care and color cosmetics.

The beauty and wellness industry in India is growing at a CAGR of 18.64 % and is likely to reach the 100,000 crore mark soon. The sector is thriving on the increasing section of affluent and middle-class population that has started considering beauty and wellness as a necessity. Increased emphasis on a holistic wellbeing with people's desire to look good and young are other motivators for the beauty and wellness industry.

This Participant Handbook is designed to enable theoretical and practical training to be Assistant Beauty & Wellness Consultant. The Qualification Pack of an Assistant Beauty & Wellness Consultant includes the following National Occupational Standards which have all been covered in this Trainee Manual:

1. Arrange product for sales (BWS/N4001)
2. Provide sales and customer services to customers for hair, beauty and wellness product and service sales (BWS/N4002)
3. Perform simple administrative tasks to assist the beauty wellness consultant in product sales (BWS/N4003)
4. Maintain workplace health and safety of workplace (BWS/N9002)
5. Creating positive impression at the workplace (BWS/N9003)

## Symbol Used



Key Learning Outcomes



Steps



Notes



Objectives



Practical



Exercise



# Table of Contents

S.No	Modules and Unit	Page No
<b>1.</b>	<b>Introduction (Bridge Module)</b>	<b>1</b>
	Unit 1.1 - Introduction to Beauty and Wellness Industry Unit	3
	1.2 - Role of an Assistant Beauty & Wellness Consultant Unit	9
	1.3 - Career Growth Path	11
<b>2.</b>	<b>Products Used in the Service (BWS/N4002)</b>	<b>15</b>
	Unit 2.1 - Skin Care Products	17
	Unit 2.2 - Makeup Products	26
	Unit 2.3 - Hair Care Products	42
<b>3.</b>	<b>Product Display (BWS/N4001)</b>	<b>59</b>
	Unit 3.1 - Product display	78
<b>4.</b>	<b>Selling Skills (BWS/N4003)</b>	<b>79</b>
	Unit 4.1 - Selling Skills	81
<b>5.</b>	<b>Maintain Health and Safety of Workplace (BWS/N9002)</b>	<b>93</b>
	Unit 5.1 - Maintain Workplace Health and Safety	95
<b>6.</b>	<b>Creating Positive Impression at the Workplace (BWS/N9003)</b>	<b>113</b>
	Unit 6.1 - Creating a positive impression at workplace	115
	Unit 6.2 - Professional Skills	126
	Unit 6.3 - Language Skills	133
	Unit 6.4 - Personal Grooming	136
<b>7.</b>	<b>Annexure</b>	<b>137</b>







# 1. Introduction

- Unit 1.1 - Introduction to Beauty and Wellness Industry`
- Unit 1.2 - Role of an Assistant Beauty & Wellness Consultant
- Unit 1.3 - Career Growth Path



## Key Learning Outcomes

**At the end of this module, participant will be able to:**

1. Explain the growth trajectory of beauty and wellness industry in India
2. State the reasons for growth of beauty and wellness sector
3. Identify major sub-sectors of beauty and wellness industry
4. Describe recent trends of beauty and wellness industry
5. List roles and responsibilities of an assistant beauty & wellness industry
6. Explain the knowledge and skill required by an Assistant Beauty & Wellness Consultant
7. Identify employment opportunities
8. Evaluate career growth path



## Unit 1.1: Introduction

### Unit Objectives

At the end of this unit, participant will be able to:

1. Explain the growth trajectory of beauty and wellness industry in India
2. State the reasons for growth of beauty and wellness sector
3. Identify major sub-sectors of beauty and wellness industry
4. Describe recent trends of beauty and wellness industry

### 1.1.1 The Beauty And Wellness Industry In India

The Beauty and Wellness sector is growing at a fast pace and becoming a very important industry in India. It is contributing a lot to the economic growth and becoming a leading employer, creating millions of employment opportunities across the nation. The reason for this exponential growth is the rising consumerism, globalisation and changing lifestyles of Indian consumers. The rapid growth in beauty and wellness industry along with the entry of many small and large companies in this area, has led to huge demand for trained personnel.

Though the Beauty and Wellness Industry is new in India, there is increasing awareness about health and wellbeing. The beauty and grooming industry in the country is booming, thanks to the growing desire among both men and women to look stylish and feel good.



*Fig 1.1 Client undergoing beauty therapy*

One segment of the beauty business that is doing particularly well is specialised hair care. Another report by AC Nielsen estimates the hair care market in India at Rs 3,630 crore, with average annual growth of 20 percent. Another segment expanding rapidly is bridal makeup. Earlier, it was usually only the bride who visited the salon prior to the wedding ceremony, but now friends and relatives often join her and salons offer special packages for them.

Quality beauty treatment calls for specialised knowledge - thus training schools are also growing. Most salon chains have their own academies. Beauty and Wellness Sector Skill Council under aegis of Ministry of Skill Development & Entrepreneurship also runs various training schemes. The Wellness Report by KPMG estimates that workforce requirements in the beauty and salon segment will grow from 3.4 million in 2013 to 12.1 million in 2022. Salaries of makeup and beauty professionals vary between Rs 15,000 and Rs 65,000 per month.

### **Reasons for growth**

The following are reasons for growth of the Beauty and Wellness Sector.

1. People buying more of the stuff, moving to cities and spending more- are the most dominant factors driving this market.
2. Young people are more exposed to media which increases the aspiration for beauty.
3. Excessive obsession with young looking skin has led this sector to growth as more and more consumers ask for cosmetic treatments as well as anti-ageing products to achieve the same.
4. Product innovation and an increased demand for looking good have made this segment confident for huge growth in the future.

## 1.1.2 Major Sub-Segments Of The Beauty And Wellness Industry

The beauty sector consists of the following major sub-segments.



Fig 1.2 Major Sub-Segments in Beauty and Wellness

### Beauty Centers and Hair Salons:

The beauty and salon segment includes skin, hair and nail care services. Services are given in order to meet customer's requirement of mending or fixing the personal physical image or look.



Fig 1.3 Hair salon

**Product and Counter Sales:**

This includes counter sales of beauty and salon products, including cosmetics and toiletries that address age-related health and appearance issues. The products are bought for different beauty requirements.



Fig 1.4 Various products

**Fitness and Slimming:**

Includes service providers involved in the fields of physical exercises, yoga, other mind-body practices and weight-loss and slimming.



Fig 1.5 Gym



**Rejuvenation Centers:**

This includes the core spa industry services, including spa operations, spa education, products and events. The sector primarily offers proactive services aimed at relaxing the body and the mind.



*Fig 1.6 Rejuvenation services*

**Alternate Therapy Centers:**

Alternative therapies can provide clinical diagnosis and treatments under alternative therapy.



*Fig 1.7 Alternate therapy*

### 1.1.3 Recent Trends Of A Beauty And Wellness Industry

**Emerging Unisex Service:**

Many organised segments are offering such services and many Unisex beauty and wellness centers are getting acceptance.

**Expansion in different areas/ regions:**

Apart from urban areas and metro cities, rising awareness is causing the expansion of industry in other areas as well. Low rental and manpower costs also play an important role.

**Advent of International beauty brands:**

Growing customers is causing international brands to penetrate the Indian market.

## Unit 1.2: Role Of An Assistant Beauty & Wellness Consultant

### Unit Objectives

At the end of this unit, participant will be able to:

1. List roles and responsibilities of an Assistant Beauty & Wellness Consultant
2. Explain the knowledge and skill required by an Assistant Beauty & Wellness Consultant

### 1.2.1 Roles And Responsibilities

An Assistant Beauty & Wellness Consultant is also known as Product Sales Assistant. He /she undertake the following activities:

- Support sales and marketing by displaying cosmetic and hair care products
- Sell products to clients
- Inventory control and stocktaking
- Replenishment of products as per sales trend
- Promote various promotional schemes offered by companies
- Prepare sales report and information to the concerned authority
- Maintain cash collected during the sale and hand over the cash to the relevant authority with proper documents
- Disposing of expired products
- Perform skin and hair analysis to suggest suitable products
- Build rapport with the customers

### 1.2.3 Knowledge And Skill Requirement For An Assistant Beauty & Wellness Consultant

What is the participant supposed to know to grow in the organizational hierarchy?

- Various brands/types of products used in the service
- How to organize products?
- Various product display techniques and importance

- When to replenish products?
- Inventory control and stocktaking
- Visual effects – Light, colour, texture, shape, dimension etc.
- Interpretation of information provided on the product labels
- Various promotional materials used in the sales
- How to interact with clients and build rapport with the customers
- How to maintain cash?
- Various reports to be maintained
- How to perform skin and hair analysis?



*Fig 1.8 Client consultation*



## Unit 1.3: Career Growth Path

### Unit Objectives

At the end of this unit, participant will be able to:

1. Identify employment opportunities
2. Evaluate career growth path

### 1.3.1 Introduction

An assistant beauty & wellness consultant has ample opportunities to grow in the organizational hierarchy. To achieve success he/she needs to have good understanding of products, excellent communication skills and positive attitude.

An assistant beauty and wellness consultant can be deployed at salons & spas and beauty products manufacturing companies.

### 1.3.2 Career Growth Path

With sheer hard work and skills, an Assistant Beauty & Wellness Consultant can reach up to the position of Product & Sales Trainer. The career growth path is illustrated below:

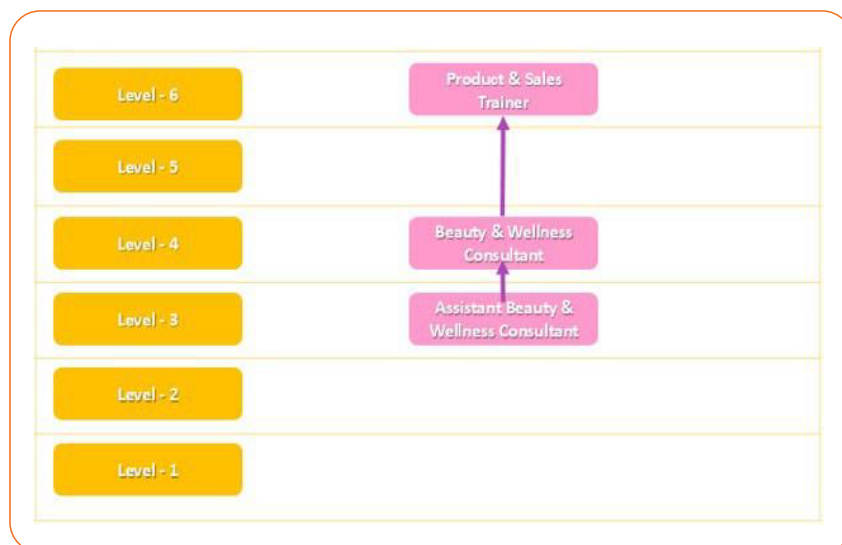


Fig 1.9 Career Progression

## Summary



1. The Beauty and Wellness sector is growing at a fast pace and becoming a very important industry in India.
2. It is contributing a lot to the economic growth and becoming a leading employer, creating millions of employment opportunities across the nation.
3. The major sub-segments of the beauty and wellness industry are:
  - a. Beauty Centers and Hair Salons
  - b. Product and Counter Sales
  - c. Fitness and Slimming
  - d. Rejuvenation Centers
  - e. Alternate Therapy Centers
4. Recent trends in beauty and wellness industry are:
  - a. Emerging Unisex Service
  - b. Expansion in different areas/ regions
  - c. International beauty brands
5. An Assistant Beauty & Wellness Consultant can be deployed at salons & spas and beauty products manufacturing companies.
6. With sheer hard work and skills, an Assistant Beauty & Wellness Consultant can reach up to the position of Product & Sales Trainer.

## Exercise

1. What are the reasons for growth of beauty and wellness industry in India?

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2. List major sub-segments of the beauty and wellness industry.

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3. Name major trends of a beauty and wellness industry.

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4. State role and responsibilities of an Assistant Beauty & Wellness Consultant.

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5. List knowledge and skills requirement for an Assistant Beauty & Wellness Consultant.

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6. Illustrate the career growth path of an Assistant Beauty & Wellness Consultant.

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7. Choose the most appropriate answer.

- a. The major-sub-segments of a beauty and wellness industry are:
  - i. Beauty center and hair salons
  - ii. Product and counter sales
  - iii. Fitness and slimming
  - iv. All of the above
- b. Alternate therapy centers are also considered as a part of beauty and wellness industry.
  - i. True
  - ii. False
- c. A consultant is also called as:
  - i. Beauty therapist
  - ii. Hair consultant
  - iii. Product sales assistant
  - iv. Hair specialist
- d. An Assistant Beauty & Wellness Consultant is responsible for:
  - i. Inventory control and stock taking
  - ii. Replenishment of products
  - iii. Product display as per salon standards
  - iv. All of the above
- e. A consultant can be employed only at salon and spa
  - i. True
  - ii. False



## 2. Products Used In The Service

- Unit 2.1 - Skin Care Products
- Unit 2.2 - Makeup Products
- Unit 2.3 - Hair Care Products



(BWS/N4002)

## Key Learning Outcomes

**At the end of this module, participant will be able to:**

1. Analyse various skin types
2. Perform skin analysis
3. Explain commonly used skin care techniques
4. Identify various products used in the skin care
5. List some common brands and products used in the skin care
6. Identify various products used in the makeup
7. List some common brands and products used in the makeup
8. Identify various products used in hair care
9. List and identify some common brands products used in hair care

## Unit 2.1: Skin Care Products

### Unit Objectives

At the end of this unit, participant will be able to:

1. State the importance of knowing skin care products
2. Identify various skin types
3. Perform skin analysis
4. Describe skin care techniques
5. Identify various products used in the skin care
6. List some common brands and products used in the skin care

### 2.1.1 Introduction

An Assistant Beauty & Wellness Consultant is also required to inform clients about various types of skin care products.

To suggest best with good products one has to be aware of basic skin types. This unit covers basic skin types and skin care techniques. This unit also discusses various brands of skin care products.

### 2.1.2 Skin Types

A consultant should be aware of basic skin types before suggesting the suitable type of treatment to the client. General skin types are as follows:

- Normal skin
- Dry skin
- Oily skin
- Combination skin



Normal skin	Dry skin
<ul style="list-style-type: none"> <li>- Very rare to find such type of skin.</li> <li>- It is a balance between dry and oily skin.</li> <li>- Normal skin is soft supple and has a after has healthy sheen.</li> <li>- The skin has a translucent glow.</li> <li>- Optimal oil and water balance on the face.</li> </ul>	<ul style="list-style-type: none"> <li>- Dry skin is due to lack of lubrication from the sebaceous glands.</li> <li>- Dry skin can be identified by the fine lines around the eyes and the mouth.</li> <li>- Skin loses its after loses elasticity slowly with age.</li> <li>- Looks pale and has flakiness all over the face.</li> </ul>
Oily skin	Combination skin
<ul style="list-style-type: none"> <li>- This type of skin is thicker and coarser than other types of skins.</li> <li>- It has a tendency to develop open pores, pimples, blackheads, papules and pustules.</li> <li>- Oil can be found around the nose and chin.</li> <li>- Oily skin is the result of clogging of sebaceous glands, causing sluggish circulation.</li> <li>- Shiny and untidy all over the face.</li> </ul>	<ul style="list-style-type: none"> <li>- This type of skin is very common.</li> <li>- This can be identified by the oily centre panel or T-zone with pores and slight oil.</li> <li>- Pimples on T-zone and flakiness on cheeks.</li> </ul>

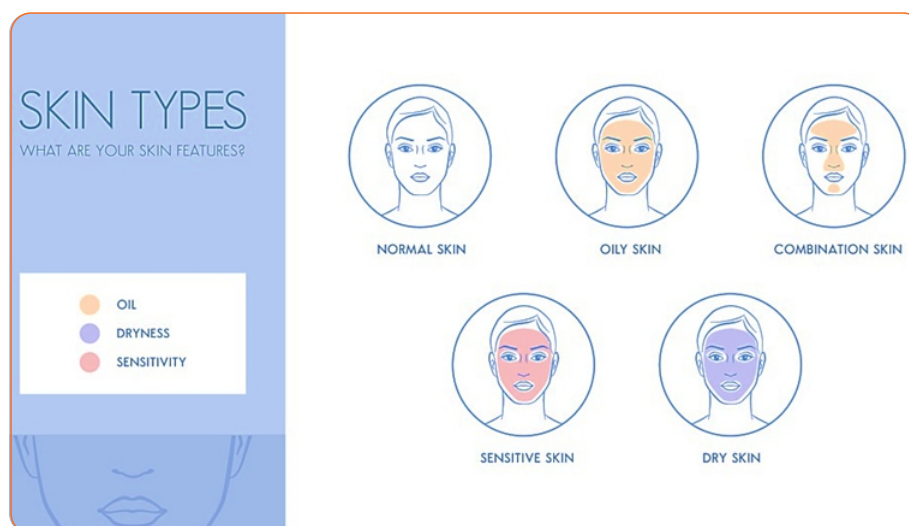


Fig 2.1 Skin types

### 2.1.3 Skin Analysis

Skin analysis is carried out to understand the condition of the skin and suggest suitable treatment to the client. The analysis has to be carried out keeping in mind the age and health of the client.

#### How to perform Skin Analysis?

- Step 1:** Cleanse the skin by following the recommended procedure.
- Step 2:** Protect client's eyes from the magnifying lamp using eye pads.
- Step 3:** Inform client on the steps being performed for the skin analysis.
- Step 4:** Using the magnifying lamp, study the skin of the face and neck.
- Step 5:** Slightly stretch small section of the skin using middle and index fingers.
- Step 6:** Observe skin texture, size of pores and other problems using a magnifying glass.

### 2.1.4 Skin Care Techniques

Three important techniques of skin care are:

1. Cleansing
2. Application of Toners
3. Moisturising



Fig 2.2 Steps of skin care

#### 1. Cleansing

Cleansing is performed to remove all the impurities accumulated in the pores. Cleansing Lotion/ Milk can be used for deep cleansing.

The cleansing cream is used for cleansing and removing the face makeup. This cream melts as it comes in contact with the skin, thus allowing penetration into the pores for deep cleansing. These creams also prevent the occurrence of blackheads.



Fig 2.3 Cleaning and skin care

## 2. Application of toners

'Toner' is applied to refresh and cool the skin. Traces of grease on the skin are removed with the help of toners.

## 3. Moisturising

Moisturisers are used to keep the skin soft and supple. These are made up of NMF (Normalizing Moisturising Factor) ingredients. Moisturisers help in delaying the formation of wrinkles.



Fig 2.4 A moisturising cream

## Unit 2.2: Makeup Products

### Unit Objectives

**At the end of this unit, participant will be able to:**

1. Identify some common products used in makeup
2. List types of foundations and explain their features
3. Explain the use of a concealer in makeup
4. Explain the application of face/loose powder in makeup
5. State the necessity of blushes in makeup
6. Identify various types of blush and explain their features
7. Identify various types of eye shadows and explain their features
8. Identify various types of eyeliners and explain their features
9. Identify various types of mascara and explain their features
10. Identify common brands of makeup products

### 2.2.1 Introduction

An Assistant Beauty & Wellness Consultant is required to sell suitable products to clients and promote various products for their day to day use.

This is possible only when a consultant is aware of various products used in makeup.

In this unit, an effort is made to introduce various products used in makeup.



*Fig 2.5 Makeup products*

Some of the products used in the makeup are:

- Foundation
- Concealer
- Face powder/Loose powder
- Blusher/Shader/Highlighter
- Eye shadow
- Eyeliner
- Lip pencil
- Lipstick

## 2.2.2 Foundation

Foundation is a skin coloured cosmetic applied to the face to create an even, uniform colour to the complexion, to cover flaws and sometimes to change the natural skin tone.

**Types of Foundaons:**

1. Oil based foundation
2. Alcohol based foundation
3. Powder based
4. Wax based
5. Water based
6. Water based cream
7. Silicone based



*Fig 2.6 Before and after applying foundation*

The right kind of foundation will make the skin a right background for make-up. Usually, cream type for foundation is used for dry skin, sticks for oily skin, liquid foundaon for normal skin and foundation with no perfume for sensitive skin. The shade of foundaon should be selected by trying on the inside of the wrist or on the jaw line. Foundation is used to make the skin even and cover small imperfections and not to make a person fairer. Too light a shade gives a pasty look, especially for darker skins.

**Oil based foundation** is the oldest type of make-up. Oil is used as the main ingredient with pigment added to it. The texture and application is extremely thick and dense. For example : Pan – stick.



*Fig 2.7 Oil based foundation*

**Powder based** made by using powder (usually talc) as the main ingredient. The difference between this type of foundation and pressed powder is that this provides more coverage (due to more pigment), and contains more skin adhesion agents (to help to stick to the skin – because pressed powder is lighter weight, it requires less).



*Fig 2.8 Powder based*

**Alcohol based foundation** uses a blend of water and denatured alcohol as the base, with pigment added to it. Alcohol based foundation have the most lightweight feel and don't clog pores.

**Wax based** these foundation contain wax, and can only be applied with a wet sponge. This provides a finished look and can blend from sheer to nearly full coverage.

**Water based** the creamy liquid provided medium coverage with a far more natural feel and appearance. Water based foundations come in following categories.

**Water based cream** it has a rich, creamy texture that can be sheer to full coverage with a moist, satiny finish. It usually comes in a jar or tube.



*Fig 2.9 Types of foundation*

### Coverage of foundation

Coverage refers to the opacity of the makeup, or how much it will conceal the skin.

**Sheer:** It's the most transparent and contains the least amount of pigment. It will not discoloration on the skin but it can minimize the contact between the discoloration and the rest of skin tone. It contains 8 – 13% of pigment.

**Light :** it can cover unevenness and sight blotchiness, but it is not opaque enough to cover freckles. It contains 13-18% pigment.

**Medium:** it can cover freckles, discoloration, blotchiness, and red marks left by pimple. It contains 18-23% pigment.

**Full:** it is very opaque, and used to cover birthmarks, hyper pigmentation, scars and vitiligo. It is sometimes referred to as corrective or camouflage makeup. It contains 35-50% pigment.

### Foundation Primer

It aids in applying foundation more evenly and smoothly, and increase the longevity of the foundation. It minimizes the appearance of pores. Different foundation primer available is:

- Water Based
- Gel Based
- Cream Based
- Silicon Based
- Tinted Primer
- Pearl Finish Primer
- Mineral Based Primer



Fig 2.10 Foundation primer



### 2.2.3 Concealer

Concealers are used to hide imperfections of the skin. Concealer is used for extra coverage needed to cover blemishes, under eye circles, and other imperfections. Concealer is thicker and more solid than foundation, and provides longer lasting, more detailed coverage.

Concealer is available in variety of shades.



Fig 2.13 Concealer

### 2.2.4 Face Powder /Loose Powder

Face Powder: Face powder is a cosmetic powder applied to the face to set a foundation after application. Face powder is available in two forms:

1. Loose Powder : Loose powder contain less pigment. It is used to fix heavy makeup foundation.
2. Press powder: pressed powder contain generous amount of pigment. They are used for day to day makeup. They can also be used over sheer and light coverage foundation to enhance the coverage.



Fig 2.14 Face powder

## 2.2.5 Blusher/Shader/Highlighter

Blushers are used to enhance the features of the face such as cheeks and eyes. There are different forms of blushers such as powders, creams, gels, mousses, sticks and liquids.

- Powder blush is very popular and commonly used.
- Cream blush is denser and consists of natural oils and moisturisers.
- Gel blush is best for the oily skin.
- Tint blush stays for a long time
- Shimmers are really important to provide a light glow over your face.

### Types of Blush

1. Powder blush
2. Cream blush
3. Gel or fluid blush

#### Powder Blush

This is good for all types of skin. Powder blusher is applied after the face powder. Powder blush can be applied effortlessly as compared to the liquid and cream blush. cream blush can be applied effortlessly as compared to the liquid and cream blush.



Fig 2.15 Powder Blush

#### Cream Blush

Cream blush provides more stronger shadow than the powder blush. The best method to apply cream blush is by using fingers. Cream blush consists of wealth moisturising or oil components. It is best suited for the dry skin types.

This should be applied over the base but before the powder. Cream blush is active for evening makeup.



Fig 2.16 Cream blush

#### Gel or Fluid Blush

Gel blush adds a glow to the skin. This blush is best suited for oily to the usual skin. The gel blush is of fast-drying nature and thus it is hard to disperse onto dry skin. The gel blush should be applied over foundation.

## 2.2.6 Eye Shadow

There are many forms of eye shadows available in the market. These are available in various forms such as powders, pencils, crayons, etc. Eye shadows are made up of waxes, oils and pigments to provide the colour.

Types of Eye shadow

1. Powder eye shadow
2. Cream eye shadow
3. Liquid eye shadow
4. Loose powder eye shadow
5. Crayon eye shadow
6. Baked eye shadow



Fig 2.18 Powder eye shadow

### Powder eye shadow

- This is the most commonly used eye shadow.
- It is easy to blend.
- Available in various kind of finishes;
- Matte eye shadow
- Shimmer eye shadow
- Satin eye shadow
- Never rub powder eyeshadow.
- Apply by gently patting and pressing the colour onto the eyelid.

### Cream eye shadow

- Available in various forms; pans, tubes and sticks.
- Provides shimmery and long- wearing formula.
- Cream eye shadows should be avoided in hot weathers as they will melt down.
- Two or more colours can be combined to give a rich look.



Fig 2.19 Cream eye shadow



Fig 2.20 liquid eye shadow

### Liquid eye shadow

- Perfect shadow for beginners.
- Apply directly onto the lids with the wand or with a fine thin liner brush.
- Liquid eye shadows dry quickly.
- Easy to apply.



*Fig 2.21 Loose powder eye shadow*

#### **Loose powder eye shadow**

- Used for advanced makeup.
- Not suitable for dry skin.

#### **Crayon eye shadow**

- Very easy to use since it slides on the lids.
- It can usually last up to 24 hrs.



*Fig 2.22 Crayon eye shadow*



*Fig 2.23 Baked eye shadow*

#### **Baked eye shadow**

- This eye shadow is baked in an oven.
- It is ultra smooth and easily blendable.

## 2.2.7 Eyeliner

Eyeliner is used to define the eye area and to help accentuate the eyes and lashes. There are various forms of eyeliners available in the market.

### Types of Eyeliner

1. Liquid eyeliner
2. Felt-p eyeliner
3. Gel or Cream eyeliner
4. Kohl Pencil eyeliner
5. Kajal eyeliner
6. Regular pencil eyeliner
7. Mechanical twist-up eyeliner



Fig 2.24 Liquid eyeliner

### Liquid eyeliner

- There are two types of eyeliners namely, brush-tip and felt-tip marker.
- This liquid eyeliner stays long.

### Gel or Cream eyeliner

- It has waxy consistency and can be applied with the help of a brush.
- This can be used when there is a requirement of a waterproof eyeliner.



Fig 2.25 Cream eyeliner

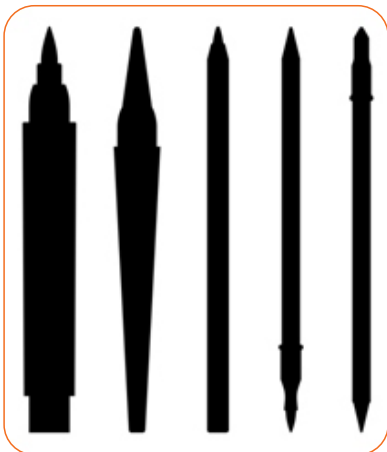


Fig 2.26 Kajal eyeliner

### Kajal eyeliner

- These have an immediate benefit over the pencil eyeliners.
- This eyeliner is like a dried out marker.
- This eyeliner lasts much more than any other eyeliner.



*Fig 2.27 Pencil eyeliner*

#### **Kohl Pencil eyeliner**

- It is known for creaminess.
- Much easier to smudge around.
- It is used to create smokey eyes.

## **2.2.8 Mascara**

Mascara cosmetics is used to enhance the eyelashes. It is used to darken, thicken, lengthen or define the eyelashes.

#### **Types of Mascara**

1. Powder mascara
2. Cream mascara
3. Liquid mascara



*Fig 2.28 Application of mascara*

#### **Powder mascara:**

Water is added to the powder mascara. A wand is required to apply this mascara. It gives a false eyelash finish.

#### **Cream mascara:**

cream Mascara provides volume to thin and sparse eyelashes and adds depth to the eyes.

#### **Liquid mascara:**

Liquid mascaras are most commonly used by women. It enhances and sharpens the lashes.



## 2.2.10 Label Requirement

All cosmetics should contain relevant information about the product and should never misguide the buyer. As per the prevailing laws, every label should have the following information:

- Name of the cosmetic
- Name of the manufacturer with complete address of the premise
- Declaration of the net contents
- Directions for safe use
- Any warning, caution or special direction for use
- Names of hazardous or poisonous ingredients
- Unique batch number, licence number issued by a relevant authority

## Example of Cosmetic Product Label

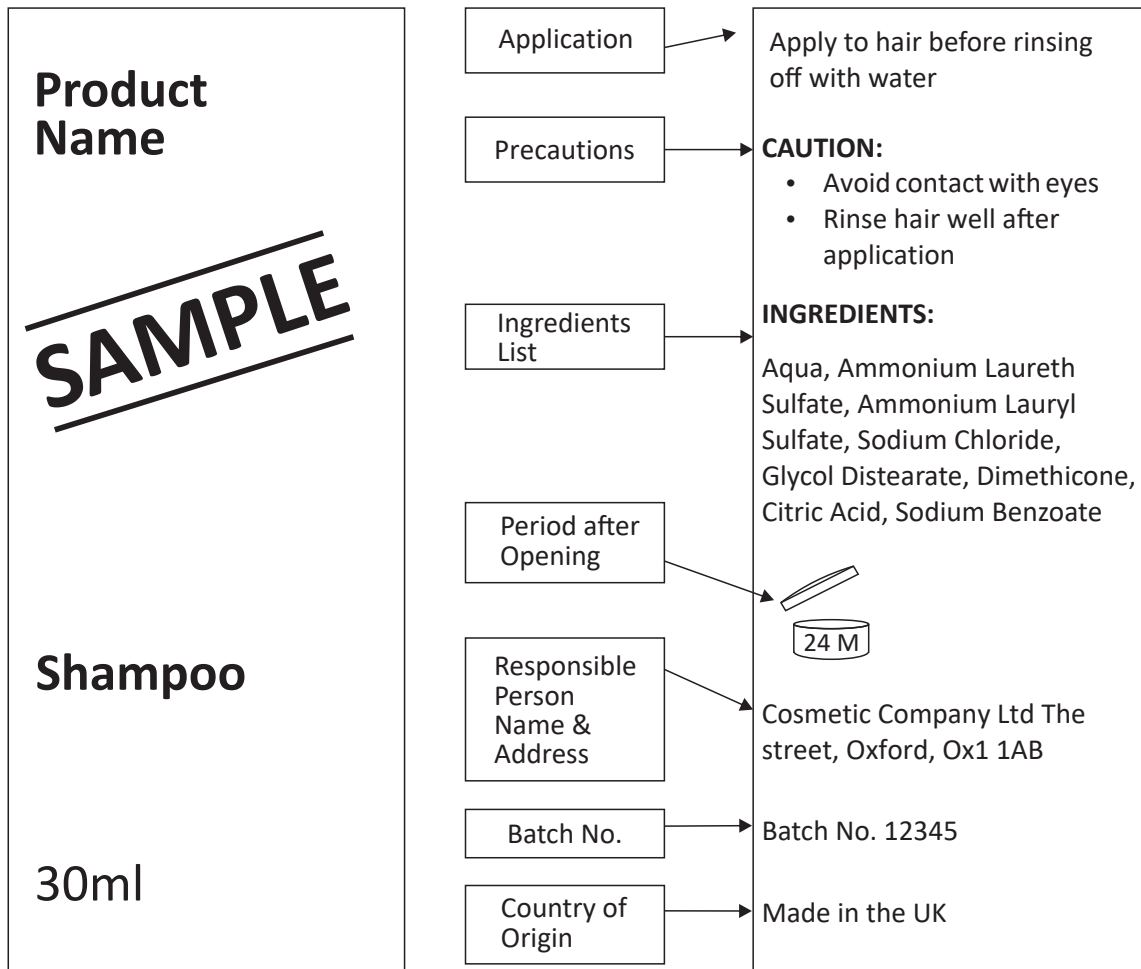


Fig 2.29 Sample label



## Unit 2.3: Hair Care Products

### Unit Objectives

**At the end of this unit, participant will be able to:**

1. State the importance of hair care
2. List some common products used in hair care
3. State the use of shampoo in hair care
4. List various types of shampoos and explain their features
5. Describe the requirement of conditioner in hair care
6. Explain the use of rinse-out, leave-in and deep conditioner
7. State the importance of hair oil and serums in the hair care
8. State the benefits of hair wax, heat protectant and mousse, styling gel in the hair care
9. Identify common brands and products used in hair care

### 2.3.1 Introduction

In the last unit, it was discussed about makeup products. In this unit, we will look at various hair care products. Some of the products used for hair care are:

- Shampoo
- Conditioner
- Hair oils and Serums
- Dry shampoo
- Hair wax/Pomade
- Hair mousse
- Heat protectant spray
- Sea salt spray
- Hair spray
- Curl enriching cream



*Fig 2.30 Washing hair*

## 2.3.2 Haircare Products

### 1. Shampoo

A shampoo is generally used to clean the hair. There are various types of shampoos used in hair care. They are listed below:

- Clarifying shampoo
- Volumising shampoo
- Smoothing shampoo
- Shampoo for coloured hair
- Alcohol and Sulphate free shampoo

#### a. Clarifying shampoo

This shampoo roughens the hair cuticle. Clarifying shampoo can be used before a chemical treatment such as colouring or perming.

#### b. Volumising Shampoo

The specific objective of using such shampoo is to open up the hair cuticle to make it thicker.

#### c. Smoothing shampoo

This kind of shampoo is used to smoothen and straighten the hair. Smoothing shampoo has silicone or oil to coat hair strands.



*Fig 2.31 Model with smooth hair*

#### d. Shampoo for Coloured Hair

The pH value of the shampoo to be used for coloured hair should be 4.5 to 5.5 to prevent colour fading.

#### e. Alcohol or Sulphate-free Shampoo

The shampoos with sulphate are good for cleaning hair. But the disadvantage of using such a shampoo is that it dries out the hair very quickly and can damage the hair. It is always recommended to use sulphate free shampoos.

## 2. Conditioner

Hair conditioners are used to smoothen and restore moisture of the hair.

Some common types of conditioners are:

- Rinse –out conditioner
- Leave in conditioner
- Hair mask and deep conditioner

### a. Rinse-out conditioner

These are most common type of conditioner used to rinse the hair. It is recommended not to apply conditioner to the root of the hair as it builds up weight.

### b. Leave-in conditioner

This kind of conditioner is used for smoothening and de-tangling hair. Such conditioners are used for styling also.

### c. Hair mask and deep conditioner

These are the most common type of conditioner used to rinse the hair. It is recommended not to apply conditioner to the root of the hair as it builds up weight.

## 3. Hair oils and Serums

Hair oils promote growth and provide shine to the hair. The best results can be obtained by applying hair oil on the completely dry hair.



Fig 2.32 Conditioner



Fig 2.33 Hair oils

#### 4. Hair wax

Hair wax provides texture and smooth flyaways. It is used in intricate hairstyles.



*Fig 2.34 Hair wax*

#### 5. Mousse

It is used for blow drying to lengthen the life of styling. It is applied prior to the process and helps in taming the curls.



*Fig 2.35 Mousse*

#### 6. Styling Gel

It helps in holding a style for long and prevents flicks and strays.



*Fig 2.36 Styling gel*

### **7. Heat protectants**

It protects the hair from heat while straightening or curling the hair by putting a heat-resistant coating over the hair. It is applied after drying the hair but before using direct heat.

### **8. Hairsprays**

It is used to fix the finished style in place, protects the hair from moisture present in hair, lengthen the style for a long time. It is applied after the completion of styling.



*Fig 2.37 Hair spray*

## Summary

1. A consultant should be aware of the basic skin types before suggesting the suitable type of treatment to the client.
2. General types of skin are:
  - a. Normal skin
  - b. Dry skin
  - c. Allergic and Sensitive skin
  - d. Matured skin
  - e. Oily skin
  - f. Combination skin
3. Skin analysis is carried out to understand the condition of the skin and suggest a suitable treatment to the client.
4. Three important techniques of skin care are:
  - a. Cleansing
  - b. Application of toners and skin fresheners
  - c. Moisturising
5. Cleansing is performed to remove all the impurities accumulated in the pores. Cleansing Lotion/ Milk can be used for deep cleansing.
6. Toner is applied to refresh and cool the skin.
7. Moisturiser is used to keep the skin soft and supple.
8. An Assistant Beauty & Wellness Consultant should be aware of the various brands of products and their salient features, applicability, price etc.
9. Some of the products used in the makeup are:
  - a. Foundation
  - b. Concealer
  - c. Face powder/Loose powder
  - d. Blusher/Shader/Highlighter
  - e. Eye shadow
  - f. Eyeliner
  - g. Lip pencil
  - h. Lipstick
10. Eye shadow is available in various forms such as powders, pencils, crayons, etc. Eye shadows are made up of waxes, oils and pigments to provide the colour.
11. Eyeliner is used to define the eye area and to help accentuate the eye and lashes.

12. Mascara cosmetic is used to enhance the eyelashes. It is used to darken, thicken, lengthen or define the eyelashes.
13. Some of the products used for hair care are:
  - a. Shampoo
  - b. Conditioner
  - c. Hair oils and Serums
  - d. Dry shampoo
  - e. Hair wax/Pomade
  - f. Hair mousse
  - g. Heat Protectant Spray
  - h. Hair Spray
  - i. Curl Enriching Cream
14. There are various types of shampoos used in hair care.
15. Hair conditioners are used to smoothen and restore moisture of the hair.
16. Hair oils promote growth and provide shine to the hair.
17. Hair wax provides texture and smooth flyways.
18. Hair protectants protect the hair from heat while straightening or curling the hair by putting a heat resistant coating over the hair.
19. Hair spray is used to fix the finished style in place, protects the hair from moisture present in hair, lengthen the style for a long time.

## Exercise

1. Name general types of skin?

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2. How to perform skin analysis?

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3. List general skin care techniques.

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4. Expand NMF.

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5. Name some common brands of skin care products.

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6. Name some common products used in the makeup.

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7. List various types of foundation used in the makeup.

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8. Why a concealer is used in the makeup?

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9. List various types of blush.

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10. Name common types of eye shadow.

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11. Name common brands of makeup products.

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12. Name the products used in hair care.

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13. List different types of shampoos used in hair care.

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14. Name various types of hair conditioners.

a. Choose the most appropriate answer.

I. \_\_\_\_\_ is used in cleansing.

1. Toner
2. Moisturiser
3. Cleansing Milk
4. None of the above

II. A toner is applied to \_\_\_\_\_

1. Open the closed pores
2. Refresh and cool the skin
3. Deep cleansing
4. Moisturise the skin

III. NMF stands for

1. Normalising moisturising factor
2. Normal moisture factor
3. Both (1) and (2)
4. Neither (1) nor (2)

IV. Cream foundation is suitable for \_\_\_\_\_

1. Oily skin
2. Combination skin
3. Normal or dry skin
4. Thick skin

v. \_\_\_\_\_ is used to conceal and set the foundation .

1. Eyeliner
2. Eyelash
3. Blush
4. Mascara

vi. Which type of blush provides more strong shadow?

1. Powder blush
2. Cream blush
3. Gel or fluid blush
4. None of the above

vii. \_\_\_\_\_ is used to define the eye area.

1. Eyeliner
2. Eyelash
3. Mascara
4. Blush

viii. Volumising shampoo is used to \_\_\_\_\_

1. Open up the hair cuticle.
2. Smoothen and straighten the hair
3. To roughen the hair cuticle
4. None of the above





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## 3. Product Display

Unit 3.1 - Product display



(BWS/N4001)

## Key Learning Outcomes

**At the end of this module, participant will be able to:**

1. Explain the importance of product display
2. Gather the product stock needed for the display and check that they are clean, safe and in good condition
3. Execute different displaying strategies and its importance
4. Analyze light, colour, texture, shape and dimension to achieve the desired visual effect
5. Manage and handle cash and payments
6. Demonstrate inventory management
7. Dispose waste and expired products safely and correctly as per the organisational` procedures

## Unit 3.1: Product Display

### Unit Objectives

**At the end of this unit, participant will be able to:**

1. Explain the importance of product display
2. Gather the product stock needed for the display and check that they are clean, safe and in good condition
3. Execute different displaying strategies and their importance
4. Analyze light, colour, texture, shape and dimension to achieve the desired visual effect
5. Manage and handle cash and payments
6. Demonstrate inventory management
7. Dispose waste and expired products safely and correctly as per the organisational procedures

### 3.1.1 Introduction

Product display is an important tool in promoting sales by drawing in the customers, announcing offers or discounts or show up new arrivals. A display is the least expensive form of advertising that can be done at a place. Depending on one's aesthetics and creativity, new displays can be created in regular intervals of time to have an impact on the customer experience. Sales don't just rely on what the customers need, instead there are a few different factors—starting with customers being able to find what they are looking for and the right products in the right place to tempt the customer into an impulse buy.



### 3.1.2 Major Sub-Segments Of The Beauty And Wellness Industry

Below are small but important elements that are imperative to be take care of because they instantly draw customer's attention.

1. **Colour:** They grab attention amidst plain surroundings and a help set up mood and happy environment.



*Fig 3.1 Different colors to grab attention*

2. **Light:** It should accentuate the focal point of the display.



*Fig 3.2 Light at the focal point*

3. **Size of the products:** Place the largest one on display first.
4. **Focal Point:** Where whole of the arrangement comes together. It includes product, prop and the background.



Fig 3.3 Create focal point

5. **Balance:** Create asymmetrical balance rather than symmetrical, because that is more dynamic, interesting and capable of evoking movement, energy and modernism.



Fig 3.4 Keep a balance

6. **Signage:** It can make or break a display as they help to draw the attention through their graphics. They can be pictures, additional information, facts, etc., which create associations.



Fig 3.5 Proper signage is important

7. **Simplicity:** Try to keep it simple and do not add too many items. Know when to stop.



Fig 3.6 Simplicity is enough



### 3.1.3 Various Display Strategies

These strategies can help to revamp the displays or create new ones for a visual merchandising.

1. **Feet follow the eyes:** And the eyes are caught up by colours. A basic display can look ravishing just by its colour-coordination. Colours are powerful. Use contrasting or shades of a colour to create eye-catching and intriguing displays. Use popping colours on a plain background to grab the eyeballs. The following images will participant to understand the importance of this fact.



Fig 3.7 Grab the eyeballs to get the footfall

- 2. Creang Hot Spots/Focal Points:** It is responsible to focus the viewer's eyes. They shouldn't be confused about where to look. Examine the display from a distance and try to create the focal point around the eye level. Another thing to be noted is that it should be the product and not the side elements which is used to create a story.



*Fig 3.8 Focus the attention at the product*

- 3. Tell a story:** The customers must know what's in there for them. Create a visual with one or two bullet points to help the customer take the buying decision. For example, lifestyle graphics are very popular in telling the story. No words, but the image speaks volumes. In the following image the visual depicts the winter season which is nicely portrayed by the woollen cap and the cone. The second image depicts the visual of a spa. Create visuals on the similar lines and display the products.



*Fig 3.9 Tell a story*





- 4. The more to see, the more to buy:** Expose the customer to maximum amount of products to compel them to buy more. Try to use a circular layout as it exposes the customers to more products as compared to traditional aisle system. Ensure the displays are clean and sharp, spacious and barrier free to avoid interrupting the customers.



*Fig 3.10 Vast displays lead to vast sale*

- 5. Use empty space:** There is always some space in a store which is underutilised and can prove to be a boon if used wisely. For example, the area between ceiling and the display. Use it for signage or for images that create the look or feel. The customer testimonial can also be displayed at the windows for having a two-way display. It will also bring the customers who were earlier just going around for window shopping.



*Fig 3.11 Utilise the empty space*

6. **Take care of the season:** Make sure the products are right for the season. Certain products like moisturisers, creams, haircare products, come according to the season. Some are water based for summers while some are oil based for winters. So, take care of the seasonality of the products if you want to maximise on customer needs. You should have the product before the season hits and to have it there when consumers need it.
7. **Move it:** Don't be afraid to move things around if needed. Use large displays for seasonal items and make them more interesting while being in sync with the season.
8. **Utilise the front:** Change it from season to season, put things with great margins, new products, quirk it up by surprises, anything to prevent it from going stale.



Fig 3.12 Utilise the front

9. **Partner Up:** If the participant sell makeup and hair products, partner with the big brands and be sure to use their resources for merchandising.
10. **Zones of Interest:** Create a zone for some products and don't be afraid to display them more than once because customers can miss items if they're only in one place.



Fig 3.13 Create zone of interest

### 3.1.4 Don'ts

- Avoid keeping standalone merchandisers because they can interrupt the customer spree in the store.
- Do not place items very high up. The aim of the display is to showcase the products for the customers to see them.



*Fig 3.14 Do not clutter*

- Do not clutter the space. Put up the signs really needed by the customer and which are going to be used to boost your sales.
- Avoid the display going dusty and untidy. Make sure the place is clean.



As the name suggests, it's the management of inventory and stock to facilitate the smooth flow of right inventory at the right time, in the right place, in the right quantity and at the right cost. The goods are delivered to the warehouse and are put into the stock storage area. Inventory management uses a variety of data to keep a track of the goods as they move through the process, including lot numbers, serial numbers, quantity of goods, cost of goods and the dates. So, it actually includes management of inventory in three forms- raw material for consumption, work in progress and finished goods for sale.

### 3.1.5.1 Inventory Management Techniques

It is very important to keep the right quantity of goods to meet the demand, but at the same time to keep check over the quantity of expired or no longer usable products. This can be simple in small setups but for the large organisations it would be complex to deal with large amount of units spanning across multiple warehouses. This can be made simpler by using the following techniques:

- **Stock review:** It is the simplest of all and usually employed in smaller businesses. It requires a regular monitoring of present stock versus projected future needs. Some part of it is handled manually with automated reviewing, systems having defined minimum level of stock and replenishing the product to meet that level.



*Fig 3.15 Manual stock review*

- **Just-In-Time:** It is based on the customer behaviour and the products arrive as they are ordered by customers. It involves constant research on buying patterns, market demand, geographical factors which help to determine what goods are needed at a certain place and time. The advantage of JIT is that customer demand can be met without needing to keep quantities of products in hand, but the risks include misreading the market demand or having distribution problems with suppliers, which can lead to out-of-stock issues.



Fig 3.16 Just in time sale

- **ABC analysis:** The goods are classified in three categories.
  - Category A - high-value and low-quantity goods
  - Category B - moderate-value and moderate-quantity goods
  - Category C - low-value and high-quantity goods.

In this way, each category can be handled separately by the system, giving more control over the inventory upkeep.

### 3.1.5.2 When To Replenish The Inventory

How does one decide when it's time to re-order the new inventory? One has to let the previous batch sell out and have the place to store the new inventory else late order may force to announce that are out of stock. So, to have a balance between these situations a reorder point has to be decided.



Fig 3.17 Scanning the product

It depends on the following-

- **Time of delivery:** The time taken in the delivery of new inventory to the warehouse from the production unit is a big factor in deciding the reorder point. This can sometimes be longer depending on factors the mode of transportation, distance, etc.
- **Product demand:** Some products have high demand and some have low which may depend on price range. So, reorder point should be decided after analysing the buying pattern.
- **Product price:** The objective is to maintain minimum inventory taking in the consideration regarding the cost of products. The highly priced products can be kept in a small quantity and cheap products can be kept in a large quantity to have the money correctly invested.

Depending on these factors the minimum inventory can be decided and hence can be maintained thereafter.

### 3.1.6 General Guidelines

1. Gather the product stock needed for the display and check that they are clean, safe and in good condition.
2. Check that all the expected items and parts of the product are in the respective packages as per the given instruction.
3. Remove all unwanted packaging to have a proper display of products.
4. Check regularly that the products on display are in a clean, safe and satisfactory condition.



*Fig 3.18 Check the inventory regularly*

5. Check that the display area is of the right size and report any concerns promptly.
6. Promptly remove damaged and expired products from display and follow company procedures for dealing with those products.
7. Dispose waste and expired products safely and correctly.
8. Use safe work methods and use manufacturer's instructions when positioning products together.

### 3.1.7 Cash Handling

This is the crucial responsibility which needs an utmost care. It refers to the process of receiving and giving payments. Components of cash handling are collecting, depositing and reconciling.

Few elements behind cash handling while processing payments are as follows:

- Cash
- Debit cards

- Credit cards
- Part cash/part debit card
- Loyalty cards
- Gift vouchers



*Fig 3.19 Cash handling*

- Internal controls are necessary to prevent mishandling of funds to safeguard against loss. These controls should be strong enough to protect employees from inappropriate accusations or charges of mishandling funds by defining responsibilities in the cash handling process.
- Segregation of duties is essential to prevent one individual from having responsibility for more than one component.
- Procedures should be detailed steps of departmental processes. These detailed steps should map out the course of action so that the persons not familiar with the process can follow them to perform the duties when necessary.
- Not only sound knowledge of taxes but the knowledge of operation of card machines is also imperative to process the payments.
- There should be maintenance of adequate changes in the cash box to facilitate this process.
- The invoices should be carefully generated using billing systems which could be either manual or computerized as per the organisational procedures.
- The applicable discounts or offers should be carefully and accurately calculated and should be applied to the invoices.



*Fig 3.20 Sale offer*

- Loyalty cards pose an effective way of generating client loyalty. Points are awarded when products and services/treatments are bought by the client and can be redeemed against future products and services/treatments. The sales person should know how to redeem the points if the client wants to redeem them.
- The sales person must know the organisational procedure for both selling and redeeming gift vouchers.
- They should be able to handle the customer queries related to the bills and explain it to them politely.



*Fig 3.21 Handle the customer queries properly*

- They should escalate the severe issues to higher authority, such as, damaged or counterfeit currency, declined cards, defected cheques, aggressive customers, damaged appliances, etc.
- They should never disclose passwords or confidential information to any person.
- They should be able to calculate and handover the money and receipts to the designated personnel at the end of the shift.

## Summary

1. Product display is an important tool in promoting sales by drawing in the customers, announcing offers or discounts or show up new arrivals.
2. Elements of an effective display:
  - a. Colour
  - b. Light
  - c. Size of the products
  - d. Focal Point
  - e. Balance
  - f. Signage
  - g. Simplicity
3. Various display strategies
  - a. Feet follow the eyes
  - b. Creang Hot Spots/Focal Points
  - c. Tell a story
  - d. The more to see, the more to buy
  - e. Use empty space
  - f. Take care of the season
  - g. Move it
  - h. Ulise the front
  - i. Partner Up
  - j. Zones of Interest
4. Inventory management techniques
  - a. Stock review
  - b. Just-In-Time
  - c. ABCanalysis
5. Few elements behind cash handling while processing payments are as follows:
  - a. Cash
  - b. Debit cards
  - c. Credit cards
  - d. Part cash/part debit card
  - e. Loyalty cards
  - f. Gift vouchers



## Exercise

1. Fill in the blanks:

- a. \_\_\_\_\_ includes product, prop and the background.
- b. Ensure the \_\_\_\_\_ are clean and sharp, spacious and barrier free to avoid interruptng the customers.
- c. \_\_\_\_\_ is based on customer behaviour and the products arrive as they are ordered by customers.
- d. \_\_\_\_\_ is essential to prevent one individual from having responsibility for more than one component.
- e. \_\_\_\_\_ pose an effective way of generating client loyalty .

2. What are the few elements behind cash handling while processing payments?

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3. What do you understand by ABC analysis in inventory management?

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## 4. Selling Skills

Unit 4.1 - Selling Skills



(BWS/N4003)

## Key Learning Outcomes

**At the end of this module, participant will be able to:**

1. Explain the importance of selling skills
2. Explain and execute the whole process of sale- opening, progressing, presentation and closing of sale
3. Provide product, promotion and pricing information as per client's requirement
4. Execute different selling techniques
5. Answer basic customer questions as per the company policy
6. Update managers by consolidating and forwarding daily action summaries
7. Accept feedback in a positive manner and develop on the shortcomings

## Unit 4.1: Selling Skills

### Unit Objectives

**At the end of this unit, participant will be able to:**

1. Explain the importance of selling skills
2. Explain and execute whole process of sale- opening, progressing, presentation and closing of sale
3. List product, promotion and pricing information as per the client's requirement
4. Execute different types of selling techniques
5. Carry out basic customer questions as per the company policy
6. Prepare daily action summaries & update managers
7. Develop on the shortcomings

### 4.1.1 Introduction

Selling is the form of transaction between a seller and a prospective buyer. To make this transaction happen the salesperson needs to have important skills for closing the deal, such as, ability to build relationships, to listen carefully, positive attitude, promote the products and services, etc. Beside these skills, opening a sale effectively, progressing through it to the sales presentation, handling customer queries such that the product is sold, are important steps to close a sale successfully.

We will study all these important skills and steps in subsequent sections.

## 4.1.2 Pre-Sale Preparation

It includes all the prospects of preparing self, the workplace displaying the products properly, etc. This preparation creates a good impression over a customer.

### 1. Preparing self:

- It is essential to maintain a high level of personal hygiene.
- Wear the workplace uniform and make sure it is clean, neat and ironed. If there's no designated uniform, wear formals for a professional look.



*Fig 4.1 Wear formals for a professional look*

- Females should wear a light makeup and avoid heavy makeup.
- The breath should be fresh. Ensure it doesn't smell of food or tobacco.
- Keep the nails well maintained and clean.
- Do not wear heavy jewellery. Minimal is good.
- Wear comfortable and covered footwear. It will allow to work without any pain and help to stand for longer mes.
- Do not pick the nose or ear and don't bite the nails.
- Update your knowledge about market, products, ongoing schemes and discounts.



*Fig 4.2 Checking the stock*

## **2. Preparing the workplace:**

- It should be very clean, well-lit and ventilated.
- It should be spacious enough to allow for movement.
- It can have a soothing music.
- Avoid keeping standalone merchandisers because they can interrupt the customer spree in the store.
- Keep all the products at eye level.
- Keep appropriate signage at needed places.



*Fig 4.3 Beauty product display*

### 4.1.3 Opening The Sale

The deals cannot be closed well if they were not opened effectively. People buy from people they like. Build a connection with the customers. Successfully opening a sale is in how a salesperson approaches, greets, welcomes, responds and creates a connection personally with a customer. Following are few ps which can help to open a sale effectively:

- A sincere greeting is worth everything. It makes a customer feel welcomed.
- Introduce self and use the customer's name.
- Give full attention, otherwise the customer may think that you are not interested'.
- Actively listen to what a customer says so they know you care about their problems and needs.
- Actively listen to what a customer says so they know you care about their problems and needs. Ask open ended questions to know their expectations and concerns.
- Never interrupt the customer.
- Show excitement and enthusiasm to develop customer's interest.
- Keep a big and warm smile on your face. It shows positivity and helps connect better.



*Fig 4.4 Greet to welcome the customer*

### 4.1.4 Progressing The Sale

It follows the opening immediately and helps in diving more into the customer's need. The probing should be polite and shouldn't feel like it is being forced. Recognise that buyers **buy on value, not on price**. If the value of the solution is greater than the price they have to pay, you are moving in the right direction. Read the body language and take the deal forward.

### 4.1.5 Sales Presentation



*Fig 4.5 Present the product with complete information*

It is mainly how you present the product, linking it with the customer's need. Knowledge about the store, product, and customer's needs, promotional schemes, translating the facts into benefits to motivate the customer to buy, various ways to sell, are all imperative to sales presentation. Let us study various ways to sell which can help in effective sales presentation:

1. **Consultation** : Most of the luxury cosmetic brands offer complimentary consultation when a customer walks in the store. This is more like offering a makeover while educating the customer about how to use the product and what product and its shade would suit a customer. It helps build immediate connection between the salesperson and the consumer.
2. **Promotional schemes or discounts**: Offer the ongoing schemes or discounts to make them feel free to shop. Discounts make them feel good as it makes them think they bought a high quality product in much less price or value for money.



*Fig 4.6 Schemes and discounts*



3. **Location** : It involves hing at the right me to make use of impulse purchases. The preferred locations are beauty salons, festivals, social groups, etc. where women have some me flexibility, for e.g., customers waing at busy salons.
4. **Link selling**: This is the most common practice frequently used by salesperson to sell various products to a customer by showing their linked usage. For e.g., a person interested in buying a foundation should be encouraged to buy makeup base to help prepare the skin, a powder to set the foundation, etc.
5. **Follow up**: This is a basic follow up after a purchase to ensure the customer is satisfied with the purchases or inmaging the customer when a new product is going to be launched, new promotional schemes or discounts coming up by a phone call or emails or SMSs.
6. **Earning trust**: Remember to sell what you promise to the customer. Don't do vague or false promises or sell wrong items. Gaining trust of a customer will help you make a regular customer.
7. **Complemenng the customer**: It helps to set the stage for a productive deal. Be sincere or else the customers will doubt. The compliment should be most likely giving you a benefit. Every word counts in a conversation with a customer. A compliment is easy to use when you're trying to establish a tone of goodwill. But use compliments with intenon, not simply because you don't know what else to say. Practice the art of well-placed compliments and you'll increase the quality of your conversations and your chances of winning the sale.
8. **Knowing more about competion**: It will help you know your competitive advantages and the market where that those advantages can benefit your sales. It will also help you to respond to rival marketing campaigns with your own initiaves. You can create markeng strategies that take advantage of your competitors' weaknesses and improve your own business performance.



*Fig 4.7 Consultant demonstrating the product to the customer*

9. **Demonstrate the product**: The more you demonstrate the product, the higher the likelihood of sale. When done correctly, a demonstration allows the customer to see and feel how things will be better if they buy. Give potential customers free samples of your product.

### 4.1.6 Objection Handling

It includes handling queries, listening actively, empathising and seeking agreement of the customers. Most of the sales people dread the queries on the product, but these should be considered as a good sign. It shows the customers are thinking about going ahead and want more information before making a decision.



*Fig 4.8 Handle the queries confidently*

- Never interrupt while they are sharing their concerns or queries.
- Every time on successfully overcoming an objection, make a note of what you did.
- Talk with other sales people about the responses that work for them.
- Always thank your customer when they put an objection in front of you because this is an opportunity to address it and move on with your deal.
- Empathy is a way to connect with your customer on a personal level, show you care and that you're listening. For example: "I hear this a lot, I'm sorry you feel that way, it sounds like this has been very frustrating, I hear what you're saying and I think I can help".



*Fig 4.9 Connecting with Empathy*

### 4.1.7 Closing The Sale

After solving customer queries, the chances of winning the deal increases to a great extent.



*Fig 4.10 Process the payments carefully*

- Do not straight away come to the closing statement; try to build the value of a product rather than concentrating on the price.
- People don't like making decisions, so take that pressure away from them. Instead help them to buy the solution and create results.
- Speak customer's language. Do not use jargons or language not understood by the customer.
- Cover all the areas of agreement with the prospect. This makes them feel they are going in the right direction with the salesperson.
- If you are confident that solution will be right for the customer, you will share that confidence and your customer will pick up on it.
- Don't over promise something simply to get the customer to say yes. If you can't deliver on that promise, you risk losing their trust and everything that goes with it.
- If necessary, introduce an air of urgency. Show them how much they can save by making a quicker decision or how their productivity will increase when they make a quick decision.
- Tell customers about the brand's Refund and Replacement Policy. Make sure it is given as per the product.

Now, we will see various types of closes that can be used while closing the deal:

1. **Direct close:** Shall I pack this sir, shall I make the bill?
2. **Assumption close:** How do you wish to pay for this?
3. **Limited choice close:** Which will it be ma'am, the gin setting or the rejuvenation crème
4. **Suggestion close:** Gentle push towards the final purchase decision- May I suggest that you go for this since it can be worn with every colour.

5. **The Summary close:** Summarise the benefits- This moisturiser is ideal for your skin type and will stay all day long, the base is water and not the oil which leads to quick absorption without creating oily face. Shall I pack this up for you madam?
6. **The Isolation stage:** Shortlist 2-3 most suitable items and bring down to final choice.
7. **The urgency or impending close:** Politely urge the customer to act rather than put off the buying decision- Ma'am, the buy two get one offer is valid only for this week.

Post sale, update managers by providing daily action summaries and refer if you encounter any problem.

### 4.1.8 Feedback

Feedbacks are for improvement and when you properly respond to it you get much more. Accept it in a positive manner and develop on the shortcomings.

How to receive a feedback gracefully?

- Try to show your appreciation to the individual giving the input, They'll feel encouraged. Accept it or not, you do need to encourage feedback.
- Even your supervisor or boss finds giving input terrifying. They never know how the individual giving feedback is going to react.
- If you find yourself becoming protective, stretch management methods such as taking a deep breath and let it out slowly.
- Focusing on understanding the input by addressing and repeating more often than not defuses any feelings you have of threatening vibe or anger.
- If you truly oppose this idea, are angry or disturbed, and need to deter the other individual of their opinion, hold up unless your feelings are under control to reopen the talk at a later date. Doing this at the minute of feedback is wild with the potential for the whole discussion to fall flat.
- When someone is being generous enough to provide you with a feedback, listen carefully to what they say. Don't become defensive, breathe, take notes and keep listening.
- Now that you are aware of your shortcomings, take action otherwise it is useless. Create a plan to address the feedback.
- Nothing says "I heard you" way better than hearing the input, working on the things somebody said and then circling back with them to see how it's going from their point of view. It will help make a bond with the person.

## Summary



1. Selling is a form of transaction between the seller and the prospective buyer.
2. Pre Sale Preparation includes all the prospects of preparing self, the workplace displaying the products properly, etc. This preparation creates a good impression over the customer.
3. Successfully opening a sale is in how a salesperson approaches, greets, welcomes, responds and creates a connection personally with a customer.
4. Progressing the Sale follows the opening immediately and helps in diving more into the customer's needs. The probing should be polite and shouldn't feel like it is being forced.
5. Sales Presentation is mainly how you present the product linking it with the customer's need.
6. Objection Handling includes handling queries, listening actively, empathising and seeking agreement of the customers.
7. Closing the Sale: Various types of closes that can be used while closing the deal:
  - i. Direct close
  - ii. Assumption close
  - iii. Limited choice close
  - iv. Suggestion close
  - v. The Summary close
  - vi. The Isolation stage
  - vii. The urgency or impending close
8. Feedbacks are for improvement and when properly, responded to it we get much more. Accept it in a positive manner and develop on the shortcomings.

## Exercise

1. Fill in the blanks:

- a. Ask \_\_\_\_\_ questions to know their expectations and concerns.
- b. Recognise that buyers buy on \_\_\_\_\_, not on price.
- c. Most of the luxurious cosmetic brands offer complimentary \_\_\_\_\_ when a customer walks in the store.
- d. The more you \_\_\_\_\_ the product, the higher the likelihood of sale.
- e. \_\_\_\_\_ is a way to connect with your customer on a personal level.

2. Explain any 5 types of closes used while closing a deal.

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3. Explain any 3 ways of selling which can help in an effective sales presentation.

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## 5. Maintain Health And Safety Of Workplace

Unit 5.1 – Maintain Health and Safety of Workplace



(BWS/N9002)



## Key Learning Outcomes

**At the end of this module, participant will be able to:**

1. Identify risks and threats in the workplace and respond appropriately
2. Maintain workplace safety by following safe work procedures
3. Respond to risks and threats as per proper procedures

## Unit 5.1 : Maintain Workplace Health and Safety

### Unit Objectives

At the end of this unit, you will be able to:

1. Identify risks and threats in the workplace and respond appropriately
2. Maintain workplace safety by following safe work procedures
3. Respond to risks and threats as per proper procedures

### 5.1.1 Introduction

Beauty and Wellness is an exciting , fast-moving industry, but just as it presents one with some great opportunities, it also involves responsibilities. An assistant beauty and wellness consultant will be working with customers and using certain tools and products. There are certain procedures that you must follow in order to ensure that your actions do not create any health and safety hazards and that you do not ignore that are present at workplace.



*Fig 5.1 Well maintained shelves*

Health and safety responsibilities at work include making sure that your actions protect the health and safety of self and others, meet any legal responsibilities and follow workplace instructions.

In this unit you will learn about:

- Maintaining hygiene at workplace
- Identifying the hazards and evaluating the risks in the workplace

- Health and safety laws
- Workplace policies

### 5.1.2 Salon Health And Safety

As all the services in a salon concern customer's external body, it is important to be alert and careful towards spreading of any infection. More than denng the image of the salon, it risks the health and safety of the people trusng the salon and its employees. Be careful about the following :-

#### Hands and Hygiene:



*Fig 5.2 Wash hands with an antibacterial soap before and after a treatment*

Hands touch many surfaces and items during a day, with each touch increases the risk of picking up germs and subsequent infecons. If our hands are not washed on a regular basis, we are putting ourselves at a great risk. In a workplace the risk is greater as these infecons can transfer to and from others through touch.



*Fig 5.3 Steps for proper Cleaning/Sanitising of hands*

### Work surfaces



*Fig 5.4 Clean and disinfect work surfaces*

It is important to keep work surfaces clean and all tools and equipment disinfected, to prevent the risk of cross-infection. It also makes the salon look attractive and hygienic.

Use professional products and not cheap products which can not only be ineffective but would serve no purpose. Hard surface disinfectant available in the market should be used to clean the surfaces. Alternatively, spray products can be used for cleaning glasses and mirrors.

### Chairs & Couches



*Fig 5.5 Clean chair and couch*

Most work place chairs and couches are made from PVC or vinyl, that are easy to clean. Any disinfectant containing alcohol (ethanol) if used for cleaning them is likely to react with the PVC or vinyl, making it brittle, which will eventually make it crack. Cracked surfaces are extremely difficult to disinfect properly, resulting in an area where germs can easily multiply. Thus, alcohol based disinfectants should be avoided. It is important therefore, to use the correct products for the appropriate surface. Chairs and couches should be cleaned on a regular basis. Whilst you may think the risk of cross infection is small, it is still there and good housekeeping can help eliminate the problem.

### Instruments & Tools



*Fig 5.6 Clean and disinfecting tools and instruments*

Once used, all instruments and tools should be thoroughly sanitized or sterilized where required. These days, technically advanced products are used to do this quickly and easily. One should not skip this procedure for any reason as it is likely to have serious consequences. Follow the manufacturer's instructions precisely. Instruments and tools are not cheap, so don't be tempted to use poor quality disinfectant solution. Ensure it contains rust inhibitors to protect your metal equipment.

Some instruments cannot be immersed in a disinfectant solution such as nail files. The debate continues as to whether files should be disinfected after each client's usage or whether each client should have a new file. The simple fact is this: If the file has not come into contact with any bodily fluids, then sanitizing is adequate - use a good quality broad spectrum disinfectant spray. If the file has come into contact with any bodily fluids, then dispose it and use a new one.

## Floors



*Fig 5.7 Clean floors*

Floors should be kept clean as a matter of routine. If you have hard surface, use a good quality floor disinfectant. If you have customers walking bare foot on your floors, it would be preferable to mop the floor after that treatment. Clean the floor immediately even if the smallest drop of wax has been dropped on it and after a haircut.

### 5.1.3 Identifying The Hazards And Evaluating The Risks At Workplace

You must always make sure that your actions do not create a health and safety risk. At the workplace, many things can cause accidents, injury or illness if they are not recognised and made safe.

#### **Risk Assessment and Control**

Risk assessment and control are the responsibility of everyone and any health and safety risks spotted should be reported immediately. For your own safety, you cannot always act upon the risk, and in such cases you will have to inform a higher authority so that it can be dealt with.

It is crucial that you understand the terms 'hazard', 'risk' and 'control'.

- A hazard is something the potential to cause harm; something that can cause an accident or injury.
- A risk is the likelihood that the hazard will actually cause harm; the threat of something dangerous happening because of the hazard.
- Control refers to the measures that you put into place to remove risks or to reduce them to acceptable levels.

Almost anything may be a hazard, but may or may not become a risk. Some hazards could be thought of as 'accidents waiting to happen', as they pose such a high risk. Other hazards are less of a risk, but need to be identified and controlled nevertheless.

For example, in a salon, many deliveries are made. If some boxes of products were delivered and set down on the floor beside reception, these boxes would be a hazard. The risk would be the chance that someone could trip over the boxes and hurt themselves. The risk would be high if the boxes were in the middle of the floor, directly in the path of the staff and customers in the salon, but the risk could be controlled by moving the boxes to a place where they are less likely to be in the way of people who are moving about in the salon.

The consultant needs to be aware of the hazards that may exist at the workplace, they you will need to be able to spot hazards, identify the risks that they pose, and take steps to make sure that they do not cause a problem to you, your customers or other staff.



Fig 5.8 Hazards at a workplace

Hazard	Risk
Electrical leads trailing on the floor	Tripping over leads
A light bulb that has blown	Accidents because of poor light
Highly polished floors	Slipping
Badly lifting carpet	Tripping up
Trolleys and desks overloaded with equipments and products	Furniture tipping over
Plugs that have loose or frayed leads	Possible electric shock or risk of fire



Rushing about too much, without concentrang	Bumping into people and causing an injury
Staff carrying tools in the pocket of her uniform	Cuts or wounds if someone bumps into her
Carrying too much at once	Can't see where you are going which results in an accident or a bad back
Breakages or spills that are not cleared up instantly	Cuts or slipping over
Unsterilised tools	Cross infection

### 5.1.4 Health And Safety Rules

#### Hot and Cold Running Water

The salon must have a constant supply of hot and cold running water. For Salon Therapy service, rooms should have a separate sink with hot and cold running water.

However, if a large treatment room has been separated into service bays by curtains, then a central sink will do. The water supply is used for sanising hands and tools, cleaning the work area and for parts of the treatment, for example, mask removal or shampooing hair.

#### Consultant's Responsibilities at Work

Report to your supervisor immediately in case of the following:

- Blocked sinks, so that they don't overflow.
- Water that comes out of the tap in an unusual colour.
- Any leak, loose tap or cracked pipe.

#### Don't:

- Leave taps running, especially the hot water tap as this is wasteful and very expensive for the organisaon.
- Flush mask products or other semi-solid products down the sink.

#### Staff Areas

The employer has a duty to provide a space in which employees can rest and eat. A staff room or separate area is important because it is not acceptable to eat in the recepon or customer areas. Even drinks in the salon should be reserved for customers, in order to maintain a professional image.



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The staff room should have an area for staff coats and preferably lockers for valuables such as handbags and expensive tools. A separate toilet and washing facility would also be ideal, but this is not always possible as staff may have to share the toilet with customers. If this is the case, staff must give their the customers preference, and make sure that they leave the room spotless at all times. A staff area with comfortable seating, tea, coffee making facilities and a microwave would also benefit the wellbeing of staff.

In the hair and beauty industry, the service is to be provided to the customers, so there is not much time to relax and unwind. If you work in a successful salon, you will be rushed off your feet. The area that your employer provides for your rest periods is therefore very important.

### 5.1.5 Common Workplace Threats

Few common workplace security threats and their responses are detailed below:

Threats	Responses
<b>Fire:</b> Fire is a significant hazard for most businesses. There are three main causes: <ul style="list-style-type: none"> <li>• It is started deliberately.</li> <li>• It occurs because people are not alert to fire hazards.</li> <li>• It occurs because people are careless.</li> </ul>	<ul style="list-style-type: none"> <li>• Safe storage of materials.</li> <li>• Maintain fire exit routes.</li> <li>• Routine checks/end of day checks.</li> <li>• Fire fighting /protection equipment.</li> </ul>
<b>Electric Shock:</b> There are hazards presented by the electrical installation (the fixed wiring, plug sockets, distribution boards, etc.) and portable electrical equipment (any equipment that plugs into the electrical installation).	<ul style="list-style-type: none"> <li>• Routine inspection of equipment.</li> <li>• Routine inspection of installation.</li> <li>• Inspection, maintenance and testing carried out by a competent person.</li> <li>• an effective defect reporting system.</li> </ul>
<b>Shoplifting:</b> It is the act of stealing products from parlours by customers. The salon may face loss on losing expensive beauty care products.	<ul style="list-style-type: none"> <li>• Observe any suspicious behavior of customers.</li> <li>• Frequently check CCTV surveillance.</li> <li>• Ensure that the guards/salon manager are there in case such incident comes to notice.</li> </ul>
<b>Violence:</b> May be either verbal or physical and could arise during robberies, terrorist activities or customer complaints	<ul style="list-style-type: none"> <li>• Provide panic alarms, training etc.</li> <li>• Cameras.</li> <li>• Immediately reporting to police/authorities.</li> </ul>

This is a list of common threats that effect workplace security; there are a number of other situaotins that might impact workplace security like the by staff, aggressive customer, vandalism and even terrorist activities. An employee has to be vigilant all the me and also report any threats/situations immediately to the supervisors or to the authorities. For instance, in case of fire, the employee should immediately inform the fire department or in case of any violence/the/robbery/terrorist act the police has to be informed. Also, if the situaon involves physical harm to a person, hospital or emergency, medical services should be informed.

### 5.1.6 Fire Safety

at the work area, there are a variety of hazards that can become the reasons of a fire. To be safe from these hazards, one should be aware and try to avoid a mishap.



*Fig 5.9 Extinguishing fire*

#### Types of Fires

The first thing that is of great importance while learning about fire safety is, to know that all fires are not the same. The classification is based on fuels that trigger a type of fire. There are following classes:

Class A	It is triggered by ordinary combustibles like wood, paper, cloth, trash and plastics. This type of fire can be easily extinguished by water.
Class B	It is caused by flammable liquids such as oil, gasoline, petroleum paint, paraffin and gases such as propane and butane. It should be extinguished by the methods which cut the oxygen supply.
Class C	These fires involve energized electrical equipments like motors, transformers and other appliances. Cut the power off and use a non-conductive agent such as Carbon dioxide to put off this fire.
Class D	It involves combustible metal fires. Potassium, sodium, aluminum, magnesium and titanium cause this type of fire. Water should not be used to extinguish it rather dry powder which works by absorbing the heat and smothering it well should be used.
Class K	They are commonly kitchen fires ignited by cooking oils, greases, animal fat, vegetable fat, etc. It can be put off by using Purple K which is found in kitchen extinguishers. Wet chemical extinguishers can also be used.

### Types of Fire Extinguishers

Different kinds of fuels create different types of fires, which require different types of fire extinguishers. The extinguishers form an integral part of fire safety provisions and thus, it is necessary to install and maintain them correctly. There are three important elements for the fire to ignite, **heat, oxygen and fuel**. The fire extinguishers work by eliminating one or two of these elements.

There are primarily following types of fire extinguishers:

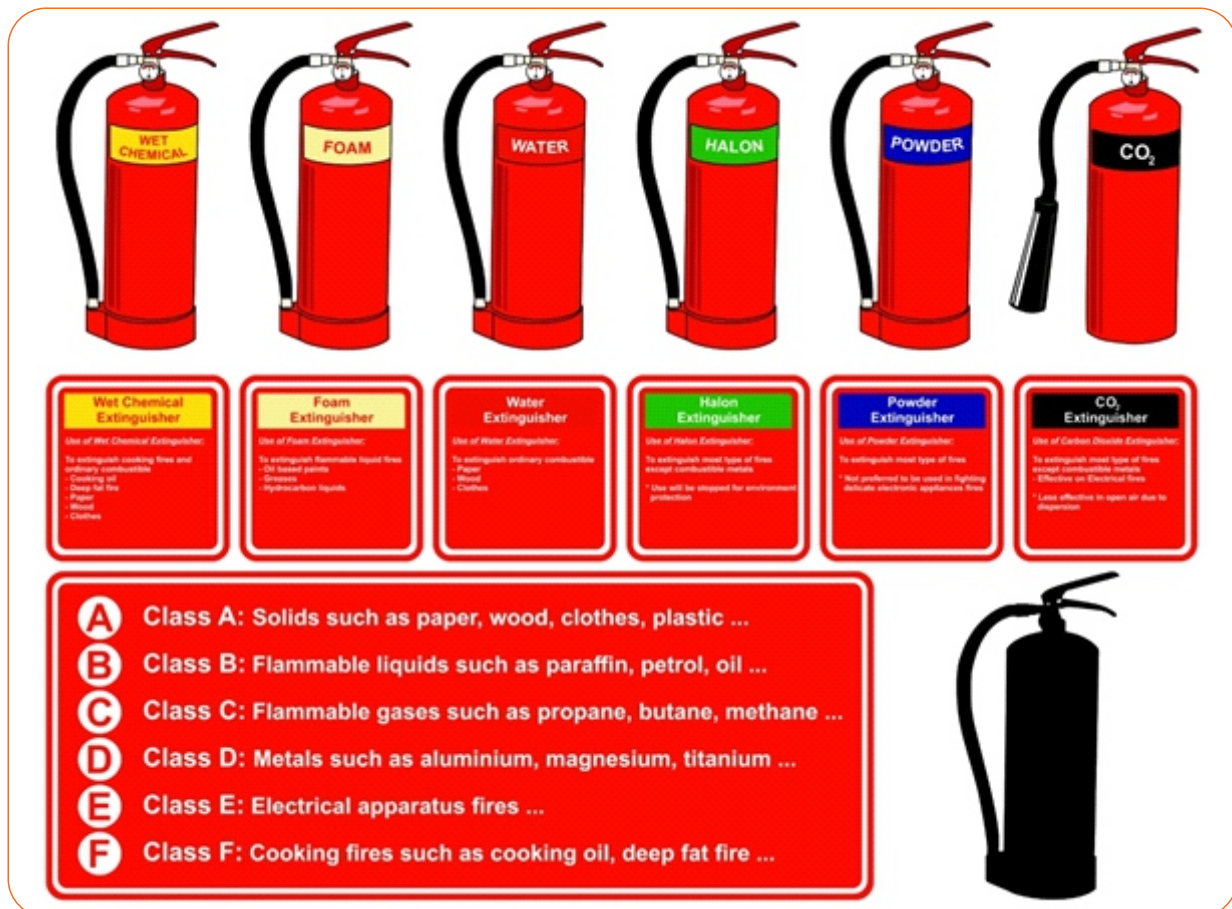


Fig 5.10 Fire extinguisher types

- Water and Foam:** Water works by eliminang the heat element. It is better to use water only for class A fires because it can create hazards in case of other fires. If used for class B, it can spread the flammable liquid and in case of class C fire, it can lead to shock. Foam can be used for class A and B fires and not at all for class C.
- Carbon Dioxide:** It works by taking away two components, cutting off oxygen supply and heat by cold discharge. It is used in case of class B and C fires and is ineffective in case of class A fires.
- Dry Chemical:** It is effecv e for class A, B and C fires, which gives it another name of being a mulpurpose dry chemical exnguishter . It creates a barrier between oxygen and fuel and hence puts off the fire. In case of an ordinary dry chemical exnguishter , it should be used only for class B and C fires.
- Wet Chemical:** They work on class K fires (fires caused by cooking oils, fats, etc.). They work by eliminating the heat and creang a barrier between oxygen and fuel. Some of these can be used on class A fires as well.
- Clean Agent:** It uses halon and halocarbon agents to interrupt the combuson. They are used for class B and C fires and some of the larger extinguishers of this type can be used for all three classes A, B and C.
- Dry Powder:** It creates a barrier between oxygen and fuel and exnguishtes the fire. They are effecv e only for class D fires and won't work on any other type of fire.

7. **Water Mist:** They remove the heat element and can be used as an alternative to clean agent. They are mainly used for class A fires but can be used in class C fires as well.
8. **Cartridge Operated Dry Chemical:** Mainly for class A fires, it cuts off oxygen supply to the fuel and extinguishes the fire.

### First Aid

If on fire, **stop, drop, cover** and **roll**. This is a must remember guideline to put off fire on clothes. In case of burns, adopt the following steps:

1. Put the burnt area under running cold water for at least 20 minutes.
2. Use wet cloth, if running water is unavailable.
3. Do not use ice, creams, etc.
4. Remove the clothing and jewellery to protect from further heat and to prevent blood flow from stopping.
5. Do not burst any blisters; it can increase the pain and chances of infection.
6. Check for other injuries such as bleeding, fractures, head injuries, etc.
7. Do not surround the injured person and provide room for breathing.
8. Reach out for medical assistance immediately.



*Fig.5.11 Wash the burn with cold water*

## 5.1.7 Electrical Equipment

Electrical equipment is safe to use and should be safely maintained. All electrical appliances must be checked regularly. In a busy salon, this may be every six months. These checks must be carried out either by a qualified electrician or a skilled person who is trained and experienced in the use of that particular appliance, for example, a person employed by the company who supplies the equipment. All electrical checks must be written in a book that is kept specifically for this reason. The date and signature of the person who carried out the check must be entered along with the reason for the check, for example, whether it was a repair or just a maintenance check. Information must be given about the nature of the repair or check. The book must be available for inspection by the health and safety authority.

Keep in mind the following points:

1. Extension cords cause the maximum accidents as they are underestimated, and often overloaded and mishandled. Keep an eye on them and replace when they are damaged or the wiring wears out. Pull the plug only after turning off the switch.



*Fig 5.12 Overloaded extension cords*

1. Electric appliances always need to be kept away from water. Do not keep or use any appliance near sink and never spill water on them. Do not touch any device with wet hands.
2. Make sure all the circuits are grounded.
3. Do not try to repair any appliance on your own. Let the electrician handle the repair works.
4. Do not insert the fingers in the sockets or try to insert wires without a plug in the socket. Do not touch a wire with bare hands, it may be conducting current.
5. Keep the appliances unplugged when not in use and at the time of power cut.

Do:

- Switch off and unplug all machines after use.
- Check that all equipment trolleys are stable and not on uneven floors.
- Wind up wires and cables neatly.

Don't:

- Touch electrical equipment, plugs or switches with wet hands or place bowls of water nearby.
- Leave trailing wires.
- Plug in or use any equipment that has been reported as faulty.

**Rescuing techniques and post incident steps**

1. Do not touch the victim while being electrocuted. Try to separate him from the source.
2. Rescue is safe when power has been cut off and the rescuer is standing on some insulating material. Know the source of electrocution and then try to rescue the victim.
3. Call emergency numbers immediately and get help.
4. Careful judgement and planning to rescue a person is very important. Do not proceed if not sure.
5. Do not try to move him unless there is an immediate danger.
6. Check for injuries. There can be visible or hidden injuries as in bleeding, burns or fractures respectively.
7. Cover the victim with a blanket to regulate the body temperature. But do not cover in case of large wounds or burns.
8. Stay calm and monitor the status of the victim.

## 5.1.8 Posture, Lifting and Carrying

People who work standing for prolonged periods of time are at a risk of repetitive strain injuries that include musculoskeletal disorders, especially in the neck and shoulders. Also, the constant standing and bending over can result in pain in the lower back and knees. An Assistant Beauty and Wellness Consultant may often need to stand for long hours while working, so therefore they must be careful about this.

**Injury can be caused by:**

- Wrong lifting methods
- Poor posture
- Regular and continual strain on the same part of the body
- Moving objects by force that may be too heavy

In the salon, you need to be careful how you lift and carry stock. You also need to take care over the way you sit, whether at the reception or while carrying out a treatment – it is important that the chair or couch is of the right height for you. To enable your body to change position regularly while working, it is better if you carry out a variety of treatments. In addition, you need to know how to hold tools correctly, and give your hands a chance to rest after a treatment.

Adopt following methods to avoid problems related to posture:

- Use height-adjustable couches and cutting stools.
- Move and stretch your body regularly if you remain in the same position for a long time.



- Do exercises to keep your hands flexible.
- Maintain good posture.
- Try and avoid continual strain over a particular part of the body.
- Move and stretch the body between services or after every half an hour.
- Try to change the body posture by carrying out a variety of services.
- While sitting at the time of giving a service, it is important to have the chair at the right height.
- Do exercises to keep the body flexible.

### Safe Lifting Method

As a member of the staff, you will have a lifetime of bending and standing in one position and it is essential that you look after your back. The safe lifting method is shown below; make sure that you follow it.

Adopt the following methods to avoid problems while lifting and carrying loads:

- Get help while carrying heavy and large loads.
- While lifting, bend at the knees to sit, use both the hands to hold the load, use the strength in legs to lift, hold the load near the body and stand up straight without bending at the waist.

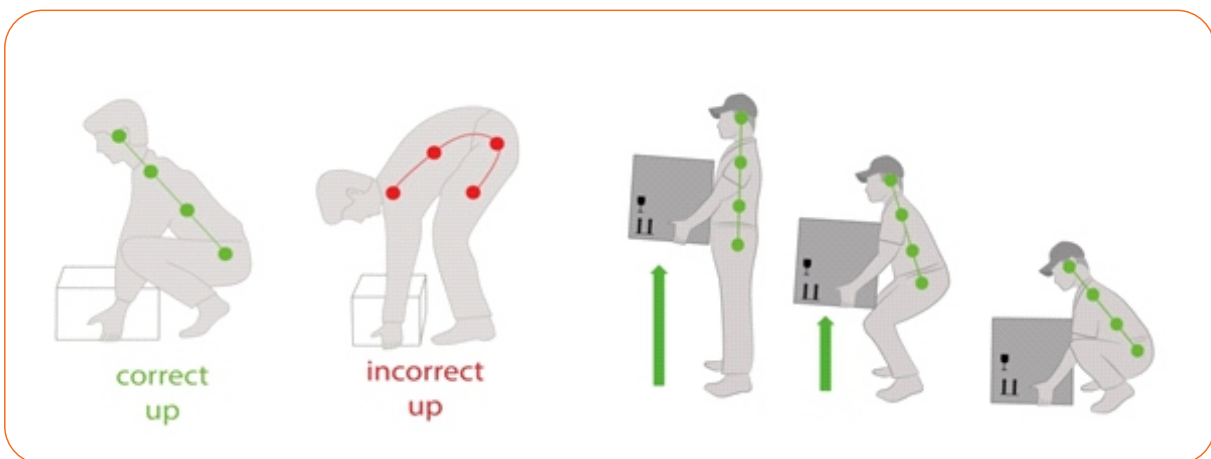


Fig.5.13 Follow these steps while lifting the weight

- While turning, move the legs and feet, avoid twisting at the waist.
- Always use the leg and buttocks muscle while lifting a load as they are very powerful. Lower back muscles are weak and thus, avoid straining them while lifting.
- Use equipments like hand trucks or forklifts as they minimise the risk of injury.



## 5.1.9 Equipment and Clothing

### Your responsibilities at work - Equipment and clothing

- Never use any equipment for which you have not received the training.
- Always wear the recommended protective clothing.

### All products that could be harmful must be:

- used safely according to the manufacturer's instructions
- stored safely
- cleaned up safely when spilt
- thrown away safely

You must write down all the products you use, how they are used, stored, cleaned up and thrown away (including cleaning agents). You must do this because the products you use could:

- be inflammable
- be poisonous if swallowed
- cause irritation
- give out strong fumes
- be dangerous if inhaled
- be slippery if spilt

The simplest way to record information about the different products used at a salon is in a table, which is clear and easy to read. An example is given below.

Product	Hazard	Correct use	Storage	Disposal of waste	Caution
Sodiumhypochlorite(Bleach)	Corrosivereact violently if contaminated	Do not mix with incompatible chemicals	Must be kept separated from other chemicals	Refer product label & material safety data sheets	Comply with laws, regulations. Refer product label and material safety data sheets

Table - 5.1 Information table about hazardous products

## Summary

1. Good housekeeping is very important in maintaining a good workplace image as well as being essential for health and safety.
2. There are three important elements for the fire to ignite, heat, oxygen and fuel. The fire extinguishers work by eliminating one or two of these elements.
3. If on fire, stop, drop, cover and roll. This is a must remember guideline to put off fire on the clothes.
4. At the time of emergency, the first line of defense is escaping. Be careful of the surroundings when making the way out and trying to save someone in a fire.
5. When picking up a large or heavy item:
  - a. Bend at the knee.
  - b. Use both hands to grasp the item.
  - c. Use the strength in your legs to help lift the weight.
  - d. Never bend from the waist, as this could damage your lower back.
6. It is a good idea to:
  - a. Use height-adjustable couches and cushioned stools.
  - b. Get help when carrying large, heavy or awkward things.
  - c. Move and stretch your body regularly if you remain in the same position for a long time.
  - d. Do exercises to keep your hands flexible.
  - e. Maintain good posture.
7. Important points to keep in mind while handling electrical machines Do:
  - a. Switch off and unplug all machines after use.
  - b. Check that all the equipment trolleys are stable and are not on uneven floors.
  - c. Wind up wires and cables neatly.

**Don't:**

  - a. Touch electrical equipment, plugs or switches with wet hands or place bowls of water nearby.
  - b. Leave trailing wires.
  - c. Plug in or use any equipment that has been reported as faulty.
8. One needs to be careful while working around a machinery or exposed cables.
9. When a person comes in contact with a voltage high enough to cause a current flow, he/she experiences a shock and when it causes death, it is called electrocution. The minimum current experienced by a human body is 1mA and if it experiences a current of 100mA or more it can be fatal.
10. One should be careful as to how clean and hygienic the salon is for customers as well as the staff.

## Exercise

1. What precautions will help to prevent accidents and injuries?
  - a. Keep all containers covered and labelled
  - b. Avoid excessive friction in nail buffing
  - c. Do not file a sharp pointed implement to clean
  - d. All of the above
2. Fill in the blanks:
  - a. \_\_\_\_\_ fire is caused due to oil, gasoline, paints, gases, etc.
  - b. \_\_\_\_\_ fire involves metal fires.
3. List few of the consultant's responsibilities at work.
4. What are safe lifting methods?
5. Match column 'A' with column 'B'

Column 'A'	Column 'B'
1. Dry Chemical	a. Protects hands from getting contaminated
2. Clean agent	b. Extinguishes Class A , B and C fires
3. Gloves	c. Contains halocarbon agents



**B&WSSC**  
BEAUTY & WELLNESS  
SECTOR SKILL COUNCIL

## 6. Creating Positive Impression At The Workplace

- Unit 6.1 – Creating` a positive impression at workplace
- Unit 6.2 – Professional Skills
- Unit 6.3 – Language Skills
- Unit 6.4 – Personal Grooming



(BWS/N9003)

## Key Learning Outcomes

**At the end of this module, you will be able to:**

1. Maintain good appearance and behaviour
2. Execute tasks as per organization's standards
3. Communicate and record information

## Unit 6.1 : Creating A Positive Impression At The Workplace

### Unit Objectives

At the end of this unit, participant will be able to:

1. Explain the importance of providing good services at a salon
2. Communicate in a professional manner with customers
3. Handle telephone calls effectively
4. Describe code of conduct at a salon
5. Explain the importance of teamwork

### 6.1.1 Introduction

A customer walking into the salon will expect it to be clean and tidy. The reception` area is the first point of contact. The well-organised reception` will make the customer feel happy and will be assured of the best services.

A customer also expects a caring and comfortable environment. All efforts should be made to make the customer comfortable during the service starting` from scheduling an appointment till` the payment.

Service area

Reception area

Interaction with the  
consultant/Service

Quality of the service

Payment process

## 6.1.2 Reception Area

To create a positive impression you must ensure that:

- Reception desk is always tidy.
- Flowers are replaced at least once a week.
- Empty cups are removed as soon as possible.



*Fig 6.1 Welcome the client at the reception*

## 6.1.3 Salon Staff Room

After using the Staff Room, please ensure:

- All brochures and catalogues have been put away in the correct places.
- Your dishes have been washed and put away.

## 6.1.4 Providing A Caring Environment

Customers like to feel comfortable and relaxed while they are shopping. They like to think you are relating to them and their needs. For a customer to feel comfortable, the consultant's behaviour must be genuine and sincere. Well communication, care, courtesy and competence will encourage them to become a regular customer.

**Caring environment**

To provide a caring environment you must:

- Demonstrate a positive attitude towards work and other people.
- Have a clean and neat appearance.
- Show a friendly and courteous attitude to each other and to the customers. Always acknowledge the customer, even if you are on the phone or with someone else.
- Have high personal standards of behaviour and conduct.
- Be punctual, reliable and efficient. If you are running late for work, call the salon immediately. If you are running behind the schedule, explain the delay to your customer; most will understand.
- Apologise for the inconvenience and do not blame anyone.

Be reassuring to the customer and behave in a manner that puts them at ease. This includes devoting full attention to the customer. It is rude to chat with other staff while attending to the customer, however professional discussion with co-workers is permissible.

**Making the Customer Comfortable**

The customer's physical comfort is also an important part of customer service. A professional must :-

- Provide brochures and catalogues to the customer to choose out of a range of products available.
- Offer a choice of refreshments including tea or coffee.
- Ensure the heating /air conditioning is turned on each morning, if required.

## 6.1.5 Communication

All living beings communicate with each other. Humans are the only living beings who communicate by a variety of ways. Communication is the process or activity of sharing/conveying information through the help of messages using methods like speech, writing, visuals, signals or behaviour. This process of conveying a message is considered to be complete only when the person receiving the message has fully understood the message. As a consultant, your job is to communicate effectively with the client to know their needs and sell the products accordingly. The process of communication has four major components.





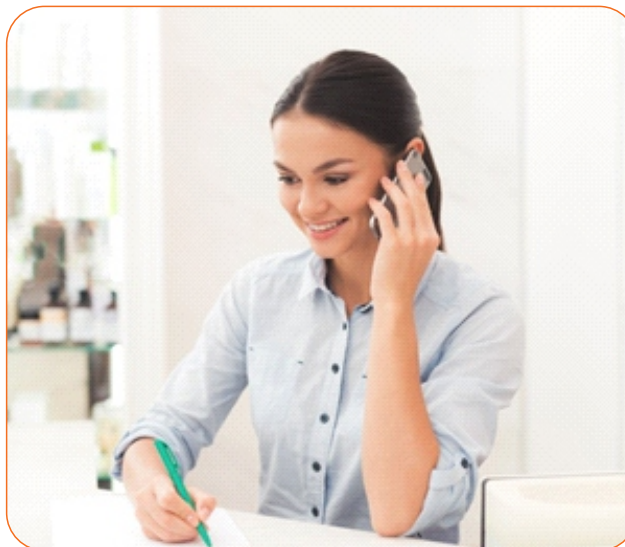
*Fig 6.2 Elements of communication*

### **Answering the Telephone**

Opinions of a salon can be formed by the operator's telephone technique and customers can be lost through poor telephone service. Therefore it is important that you use good telephone techniques to provide a high standard of customer service.

### **Communicating by Telephone**

Speaking on the telephone is a little different than communicating with a person face to face. On the phone, you can hear (tone of voice, intonation, volume), but you cannot see (facial expressions, gestures, body language).



*Fig 6.3 Answering a call*

Telephone communication is approximately 25% words and 75% tone or the way the words are said. Therefore when you are communicating on the phone, you will need to compensate for what you cannot see.

### Communication using a Telephone Voice

When you are speaking on the telephone:

- Speak clearly
- Speak directly into the mouthpiece
- If you are sitting, don't slump, your posture can affect your voice
- Be efficient but friendly and smile

### Words

Choose your words carefully because the listener cannot see you. Repeat and check names, dates and phone numbers.

### Body Language

Even when the phone is answered with "Hello?" You can tell if that person is happy, bored or hassled. Smiling when announcing yourself can help to make you sound pleased to receive the call.

- Use body language even though it can't be seen.
- Smile even though it can't be seen, it will be heard.
- Focus the eyes on something that will help in concentrating on the communication.
- Listen for body language, e.g., pauses and breathing patterns.

### Telephone Communication Difficulties

Some of the telephone communication difficulties are:

- Not seeing the other person
- Noise – in the background or on the line
- Distractions – someone trying to attract the attention while being on the phone
- Language - poor communication or an unfamiliar accent

### Ways to reduce these difficulties

- Listen actively.
- Turn your back on any distraction.
- Keep noise around you to a minimum.
- Focus solely on the phone call.
- Speak clearly.
- Check for understanding.

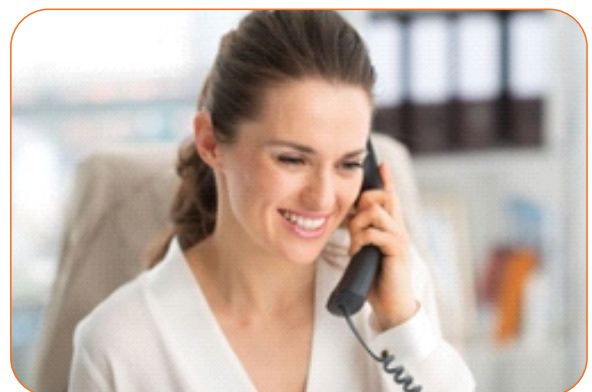


Fig 6.4 Exchanging greetings

### Answering the phone - Announce yourself

A good greeting is: **“Good morning/a. ernoon, this is XYZ salon, (your name) speaking. How may I help you?”**

### Answer a call promptly

A good practice is to answer the phone within three rings wherever possible.

Three rings will give you me to:

- Stop what you are doing.
- Prepare to answer the phone.

Answer the phone efficiently, when on the phone:

- Smile!
- Say “Good morning” or “Good afternoon”
- Announce yourself and the salon name clearly
- Have a pen and paper ready to take notes
- Listen carefully to the caller
- Ask questions to clarify the caller's needs
- Repeat all the relevant information to make sure that all the details have been noted clearly
- Remember, you don't know who is on the end of the phone and the first impressions count.

### Responding to the Customer's Needs - Using Questions on the Telephone

Good telephone techniques include using questions to structure and control your conversation.

Type of question	When receiving a call	Example
<b>Open</b>	Establishing the nature of the call	“How may I help you?”
<b>Closed</b>	To establish or confirm information	“Did you want XYZ for normal skin type?”
<b>Probing</b>	Gathering specific details of requirements	“Exactly what do you want for prepping the skin?”
<b>Reflective</b>	Checking for and showing understanding	“So I am writing that Mrs Sharma you would like to book an ABC hair spray for wavy hair and XYZ toner for oily skin type.”
<b>Closed</b>	Ending the conversation	“Is there anything else I can help you with Mrs. Sharma? Thank you for calling.”

Get on the same “wavelength”. Tune in to your caller's requirements. Callers will have different needs.

**A caller who:**

- Is in a hurry, wants you to be brisk and efficient.
- Has a complaint, wants understanding and action.
- Is distressed, needs your empathy.

**Taking Messages**

Sometimes people will call the salon to speak to an operator who is unavailable or will want to leave a message. In these situations, it will be necessary to write down a message. Do not rely on your memory.

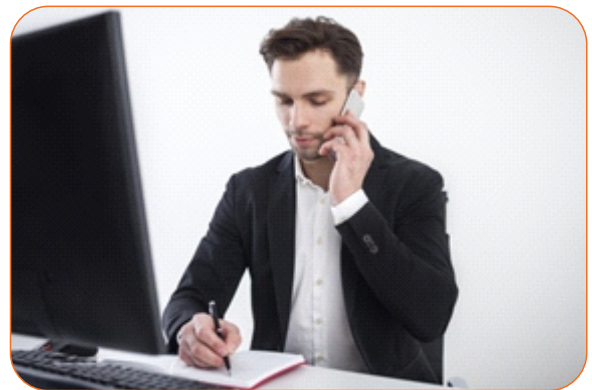
All messages must be written neatly and accurately. Accurate message taking is very simple and should include

- Name of the person for whom the message is left
- The caller's name
- A return phone number
- Message details
- Time of call
- Date of call

Name of the person who took the call

**Personal telephone call ethics for the Staff**

- Messages will be taken and left at the reception desk. It will be the consultant's responsibility to check for them in the break.
- Emergency calls are accepted; however, please tell the friends and family not to call unless it is an emergency.
- Please keep your calls to a minimum so that you do not hold up the salon or cause inconvenience to customers who may find the phone line engaged if someone is taking a personal call.
- Mobile phones should be used for any other personal calls in the lunch break. Please keep it switched off the rest of the time and keep it in the Staff Room.



*Fig 6.5 Taking messages*

## 6.1.6 Code Of Conduct

All employees in a salon are expected to conform to the standards of a reasonable conduct which will reflect professionalism:

- Show respect, be fair and courteous to others.
- Do not criticise other staff or salons.
- Be honest and always keep your words.

- Behave in a professional manner.
- Unlawful discrimination or harassment should not be tolerated and should be reported immediately.
- It is inappropriate to speak about religion, politics, another person's sex life, gossip or to swear.

As an Assistant Beauty and Wellness Consultant will come into contact with many different people and not always will they agree and understand many of their values. However, they must learn to recognise different values and respect the rights of anyone who thinks differently. It is important not to show any prejudice, e.g., racial or religious intolerance.

### 6.1.7 Things To Avoid

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life. These include:

#### Alcoholism

It's the tendency in which one consumes alcohol to cope with difficulties or to avoid the sadness. The ill effects of alcoholism are:

- Increases risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance.
- Degrade in social and economic status.
- Induces withdrawal symptoms like anxiety, trembling, fatigue, headache, depression etc.



Fig 6.6 Do not drink alcohol

#### Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Its effects are:

- It is a major reason for oral cancer which affects mouth, tongue, cheeks, gums and lips.
- Chewing tobacco lessens a person's sense of taste and ability to smell.
- Smokers face a greater risk of suffering from lung cancer.

#### Gutkha

Each sachet contains 4000 chemicals, including 50 that cause cancer like betel nut, tobacco, and flavouring.

Impact of Gutkha on health:

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, cold and spices

- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth
- Unexplained bleeding in mouth
- Difficulty in swallowing and finally mouth cancer



Fig 6.7 Effect of tobacco

### 6.1.8 Work Effectively As Part Of A Team

The goal of any beauty salon is to anticipate and fulfill the customers' needs within a healthy and happy salon environment thereby promoting a thriving business. In order to achieve the salon's objectives, all the staff members need to agree ways of working together in the salon towards a common goal.

A salon team will always be made up of people with different strengths and weaknesses and it is important to make full use of everyone's strengths and try to improve the weaknesses.

A team will also be made up of different personalities and it is important for everyone to get on when working together as part of a team. The team will only be effective if everyone feels they are working equally put resentment will build up if some team members are not working as hard as others. One should make sure that they become an effective team member by working as hard as they can.

Regular team meetings (ideally weekly) will help to maintain a good working relationship, as any problem can be sorted out in a business-like forum.

#### How to be an Effective Team Member?

On joining a salon the consultant will become part of a team and will be expected to work with other team members, colleagues to ensure the smooth running of the salon.

A good team has:

- Clear objectives and a sense of direction
- Good balance of planning and action
- The right number of people
- Good communication
- Flexibility and tolerance



Fig 6.8 Working in a team

If we act irresponsibly, it may affect the whole team.

Team spirit can be lost:

- if one member of the group works on his or her own, that is, not as part of the team
- if there is a breakdown in communications
- if team member(s) are unwilling to be flexible and tolerant of others' mistakes
- when there is too much work for too few people
- when job roles become blurred and people encroach upon areas they should not

As a team member, it is one's responsibility to know:

- all the staff members of the salon
- who is responsible for what
- whom to go to for information and support

## 6.1.9 Remember

- Asking for help and information should be done politely. Stating why assistance is required will explain to other members of staff how they are helping. Being polite and professional at all times will promote team spirit.
- When a colleague asks for a help person should respond willingly and politely to the request.
- Anticipating the needs of others and offering prompt assistance
- Being capable and competent means doing a job as well as you have been trained to do. Do not attempt to bluff the way through a job this could put a customer or colleague at risk.
- Being responsible for the actions, involves taking responsibility for any mistakes made and taking the appropriate action to minimise any further damage.
- Treat others as one wishes to be treated.
- Never attempt to do a job that one has not been trained to do.
- Never try to cover up mistakes this will only make things worse.
- Never carry out a task if is unsure.
- Always check with a colleague who has more experience or is in authority to get the things right.
- One should always make sure of what is being asked from him/her. The ability to listen carefully is an important skill.
- One should always show that he/she understands by nodding their head.



## 6.1.10 Acting Within The Limits Of Responsibility

While we are working in a salon, all the tasks must be executed as per the organizational standards within the limits of our authority.

**Appropriate Behaviour with the Customers:** As an Assistant Beauty and Wellness Consultant, the major work and time is invested in dealing with salon customers and walk-in customers. The business depends solely on the number of customers attracted to take services from and how happy they are at the end. When dealing with customers, it is of utmost importance that their interests should be kept in mind. While dealing with customers, always remember:

- Customer's choice and decision should be at the top. Never force any one to take a specific product. It may be suggested but cannot be forced.
- If the customer does not wish to go for a particular product suggested, one should do not feel bad and that shouldn't affect the service they are giving.
- Never get too personal with the customer.
- Never get indulged in personal conversation with colleagues or on phone while customer is waiting for you to assist in their purchase.
- Be calm if at all a customer complains. Do not be too defensive. One can always apologise and give a product free or at discount or as per discussed with the supervisor.

**Stay in shape:** Lack of physical condition is a risk factor for injury. To stay healthy for long, one must have the necessary physical condition to keep up with the physical demands of the work.

**Taking care of the general health:** Getting enough sleep, eating well and avoiding unhealthy habits like having sleeping pills, etc. can help in the ability to withstand strains and stress of work and health issue damage before it progresses to the point of injury.

**It is an Iron Rule:** the first rule must be not to cause any damage. Only after that, try to deliver active services to the guests. Here is where the complete knowledge of a person comes into the picture.

- Concentrate on the guests needs, that is, work with the guests always.
- Do not overpromise.
- Do not force the customer to buy any particular product.
- Maintain the correct body posture.

A professional consultant needs to work with the guest. And not have an attitude, this is quite important!!!

A professional consultant's qualities are compassion, politeness, active and prompt service. Always watch oneself, look within, observe one's own thoughts and feelings try and develop these qualities, if lacking.



## Unit 6.2: Professional Skills

### Unit Objectives

At the end of this unit, participant will be able to:

1. Build a professional attitude towards a customer

### 6.2.1 Introduction

When starting a career as an Assistant Beauty & Wellness Consultant, it is imperative to develop professional ethics. Strong work ethics shows that a person is self-motivated, conducts works in a professional manners, is able to evaluate own performance, and make amendments and seek help where required. It is necessary to possess these qualities because they will determine success that one can get in this industry. The first important fundamental of a strong work ethic is self-movation. Self-movation is the ability to sastify a desire, expectation, or goal without being influenced to do so by another person. Developing and following the code of ethics helps you to set the tone for other co-workers, reassure the customers that they are being served by professional staff and are in good care and establish their salon as a reputable workplace.



Fig 6.9 Components of Performance: Knowledge, Skills & Abilities

## 6.2.1 Decision Making And Problem Solving

Problem solving is an essential part of every job role. As an Assistant Beauty & Wellness Consultant you will encounter various problems where you will need to take a decision. For example, breakdown and malfunction of an equipment, unsafe and hazardous working conditions, security breaches, the, shoplifting, etc.

Steps in decision making and problem solving:

1. Recognize that there is a problem.
2. Identify the problem.
3. Generate alternative solutions.
4. Weigh the pros and cons of each solution and decide on the best solution.
5. Implement the chosen solution.
6. Evaluate the solution.



Fig 6.10 Steps for Problem Solving

Imagine the following scenario:

An angry customer comes into the salon complaining that the scrub sold to her yesterday has led to a severe rash on her arm. She is very angry and demands her money back. It is not within the limits of the consultant's authority to do this, so here are some guidelines to handle this difficult situation.

- Be sympathetic and listen carefully to the customer.
- Ask her politely to take a seat while they find someone in authority to speak to her.
- Inform the employer or the most senior member of staff that there is a customer at reception who would like to discuss as there seems to be a problem.
- You should then explain the situation in as much detail as possible so your superior is able to talk knowledgeably to the customer.

- The person should be present at the following discussion so that he/shi can see what the exact problem is and how the problem is dealt with.
- Only offer input to the conversation if asked.

Here are some of things one should not do:

- Do not get angry with the customer.
- Do not be rude and tell her that nothing is wrong with her hand.
- Do not lie and say there is nobody who can deal with her and ask her to come back when it's a day off!

### 6.2.3 Planning And Organising

Planning involves setting objectives and determining a course of action for achieving those objectives. For planning, prioritising the tasks is very important to get them completed in time.

**Prioritising tasks:** It helps in working efficiently. First of all, create a “To do” list each day. There will be some common tasks that occur daily or maybe weekly. Additional tasks to this list as and when these are given. By creating this list, you will be ready to tackle the tasks in an order and complete each of these efficiently. Make sure the priorities are set right. For e.g., Dealing with the customer queries is more important than putting the items on the shelves or their respective places. Getting customer billed is more important than talking to your colleague. Some tasks are needed to be completed before specific deadlines for example, cleaning and setting the work area at the end of the day for next day. This is called prioritising your tasks.

As an Assistant Beauty & Wellness Consultant, participant should be:

- planning and organizing sample product feedback files/documents.
- planning and managing the work routine based on beauty salon procedure.
- able to maintain the work area, equipment and product stocks to meet the demand.
- keeping accurate records of customers, their treatments, product stock levels, customer feedback and response, etc.
- accepting feedback in a positive manner and develop on the shortcomings.

## 6.2.4 Time Management

Time management refers to managing time effectively so that the right time is allocated to the right activity. Effective time management allows individuals to assign specific time slots to activities as per their importance. Time Management refers to making the best use of time as it is always limited.

Effective Time Management includes:

- Effective Planning for setting goals and objectives.
- Prioritising activities and delegation of responsibilities.

Spending the right time on the right activity and avoiding time robbers such as gossiping, extended tea breaks, etc.



Fig 6.11 Time Management

The priorities may be quite clear - serving customers and performing daily routines. So on your list, the highest priority will be to serve the customer. The worst enemy to personal effectiveness is 'time-wasters'.

They include:

- Being disorganised – not doing enough thinking or planning before starting a task.
- Not being able to say 'NO'. Taking on too much can mean nothing gets done.
- Making personal telephone calls at work. Calls should be restricted to urgent or emergency calls.
- Failing to listen to and understand instructions.
- Leaving tasks incomplete. Not feeling like doing it or becoming bored.
- Being easily distracted or spending too much time talking about personal topics with other staff members.
- In a busy salon a person will be asked or instructed to carry out many different services. The job list may contain a number of items and instructions which may be fired at you in quick succession.

Here are some guidelines to help :

- Make a list of the jobs that have been asked to do.
- Check with the relevant person that they have written them all down.
- Ask which ones are priorities, i.e. which one needs to be done first.
- Tick off the jobs/services as carried out.
- If a person is unsure of any of the tasks that he/she is expected to carry out, they need to confirm with another member of the team before beginning.
- If a list has been for the consultant and they cannot understand the writing, a colleague can be asked to have a look.

### Urgent and Important Matrix



Fig 6.12 Urgent and Important Matrix

This matrix will help in planing and organizing your targets and the schedule to help them meet the company's expectation from them.

This matrix helps them understand:

- What should be done?
  - What should be planned?
  - What should be resisted?
  - What should be rejected?
1. The Urgent and the important tasks- DO NOW
    - Emergencies and complaints from customers
    - Demands from superiors
    - Planned tasks
    - Meengs with superiors/colleagues

## 2. The Non-Urgent but important tasks- REJECT AND EXPLAIN

- Trivial requests from others
- Apparent emergencies
- Misunderstandings appearing in work
- Pointless routines or activities

## 3. The Non-Important but Urgent tasks- PLAN TO DO THEM

- Planning of displaying products in the store
- Scheduling of daily activities
- Organising Inventory
- Managing customer's details

## 4. The Non-Important and Non-Urgent tasks- RESIST AND CEASE

- Comfort activities
- Computer games, net surfing
- Excessive cigarette breaks
- Chat, gossips, social communications
- Reading irrelevant and useless material

## 6.2.5 Customer Centricity

Customer centricity doesn't mean carrying out transactions and basic routine tasks such as being there, opening the store, organising and stocking the products and having someone to collect money. Being customer-centric means that everything which is done, the environment in which they are placed, and the way the way those customers are served is centered on and about customers and their experience in the salon and this approach not only limits to external customers (daily customers, frequent customers, customers etc.) but also to the internal customers (other colleagues etc.).

As an Assistant Beauty and Wellness Consultant, one should be:

- Committed to service excellence, courteous, pleasant personality.
- Able to manage relationships with customers who may be stressed, frustrated, confused or angry
- Able to build customer relationships and use customer centric approach.
- Wearing the professional uniform that is clean and dry.
- Having neat and combed hair, wearing closed-in footwear, maintaining high personal hygiene and cleanliness (shower/bath), good oral hygiene (clean teeth, fresh breath).
- Keeping the work area clean and hygienic. Ensuring that we are adhering to the salon and applicable legal health and safety standards.

- Sanitising the hands and cleaning all work surface.
- Using disposable products and sterilised tools.
- Able to manage the storage/ disposal/ cautions of use of products, fire precautions, occurrences, hygiene practice, disposal of waste and environmental protection.
- Handling, use and store products, tools and equipment safely to meet with the manufacturer's instructions.

## Unit 6.3: Language Skills

### Unit Objectives

At the end of this unit, participant will be able to:

1. Explain the need and importance of Language skills

### 6.3.1 Introduction

As an Assistant Beauty and Wellness Consultant, one has a customer facing job role. Hence the way one speaks, listens and understands the customer needs is very important. This section focuses on understanding and building “Listening, Speaking, Reading and Writing (LSRW)” skills.

**Listening:** It is the best way to get information from the customer. One should focus on the customer to absorb as much as information as they can about what they are telling and showing. Also, listening to the customers talking about their jobs, activities and home life will uncover customer preferences and therefore, will give an indication of what works best for them. For eg: If a girl wants to get ready for a party and she describes the theme of the party then with the help of effective listening you must be able to understand the kind of make-up products she is demanding.

**Speaking:** It is the way of communicating your thoughts and opinion to the other person using your voice and words. For an Assistant Beauty & Wellness Consultant, effective speaking helps in convincing customers, informing them about products and services and ensuring through words about effective and exclusive services.

As an Assistant Beauty and Wellness Consultant, one needs to:

- Discuss various matters with co-workers including scheduling, task lists and work-loads.
- Speak to customers on various matters including questioning them appropriately and seeking clarifications for the correct diagnosis.
- Keep customers informed about product updates, promotional schemes, offers, etc.
- Speak with customers using appropriate language, avoiding jargons, slang or acronyms when communicating, unless it is required.
- Manner and tone, professional, supportive, respectful, sensitive to customer.
- Speak courteously, clearly and precisely.
- Develop a professional relationship with the customer.
- Listen and understand the local language in dealing with customers.
- Maintain customer and organisational confidentiality while communicating with the customers and others.





Fig 6.13 Effective Communication

**Reading:** Reading refers to the specific abilities that enable a person to read written text independently, comprehend accurately and interact with the message.

An Assistant Beauty and Wellness Consultant needs to:

1. Update their knowledge through regular reading of information regarding their occupation and field of work. This may include reading brochures, pamphlets and product information sheets.
2. Read customer queries sent in written and interpret them accurately.
3. Use reading skills to read and analyse invoices and coupons during any billing and to spot any discrepancy.
4. Read about new products and services, relevant to your work, from different sources, such as websites, magazines and blogs.
5. Read and write to understand, communicate and follow processes, techniques, records, policies and procedures.

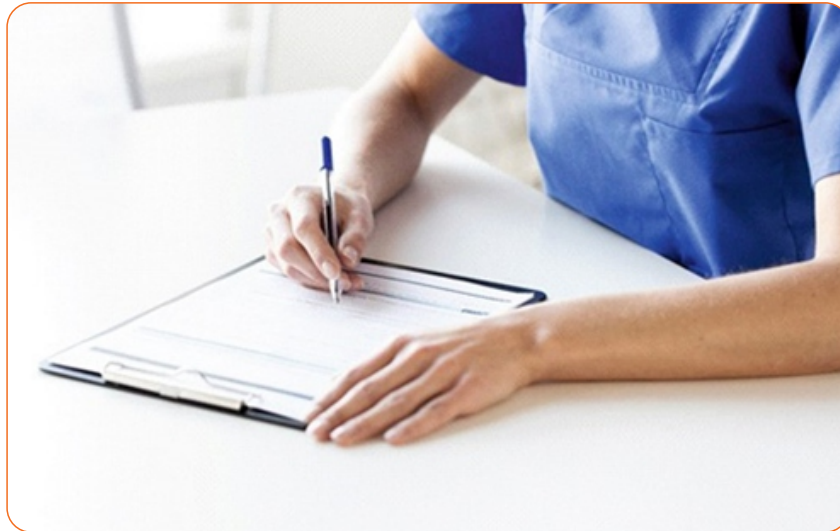
**Understanding:** Repeating back to the customer the information received from them, helps in communicating your understanding to them. As a professional as you listen and consult with your customers about their needs, it is important to summarise what they said and repeat it back to them. If things are still not perfectly clear make sure you ask enough questions and clarify. Also, to help your customers understand you it is important to speak clearly and use specific and appropriate words. Avoid using slangs and jargons. Know that misinterpreting and not clarifying information can result in a very serious incident or a dissatisfied customer.

**Writing :** Writing is a medium of communication that represents language through the inscription of signs and symbols.

As an Assistant Beauty and Wellness Consultant, one needs to:

- Maintain accurate records of customers, treatments, operating and closing checklists, product stock status.

- Read and write clearly and accurately to understand, communicate and follow processes, techniques, records, policies and procedures.



*Fig 6.14 Maintaining Records*

## Unit 6.4: Personal Grooming

### Unit Objectives

At the end of this unit, you will be able to:

1. State the importance of personal grooming
2. Explain methods of skin care
3. Describe hands and feet care techniques
4. Explain the makeup requirement for an Assistant Beauty and Wellness Consultant
5. Adapt hair care procedures
6. Maintain good health
7. Demonstrate professional etiquettes

### 6.4.1 Introduction

An Assistant Beauty and Wellness Consultant provides beauty and hair care products to customers to enhance their personal appearance. A customer also expects their service provider to be well groomed. This will have a positive impression on the customer. Pleasing appearance reflects professionalism.



*Fig 6.15 Well-groomed Assistant Beauty and Wellness Consultants*

#### What do we mean by grooming?

In simple terms, grooming is defined as the way we take care of our body and how we present our self.

#### Personal Grooming

1. Basic hygiene

2. Hair
3. Nails
4. Accessories
5. Teeth
6. Clothing
7. Makeup

In this session, we will study important aspects of personal grooming.

## 6.4.2 Personal Grooming

### How can we maintain our Skin?

1. Skin care techniques such as cleansing, application of toners and moisturisers keep the skin fresh and glowing.
2. Every individual must take bath at least once a day. Daily shower prevents offensive body odour.
3. Use deodorant or antiperspirant.
4. Avoid sharing towels and soaps.



Fig 6.16 Personal hygiene tips

### Hands and Feet Care

- Wash /sanitise your hands before and after the treatment using disinfectants.



Fig 6.17 Sanitising hands

- Adhere to the following process to soap and rinse your hands.



Fig 6.18 Hand washing steps



- Nails should be well clipped.



*Fig 6.19 Clipping nails using a nail cutter*

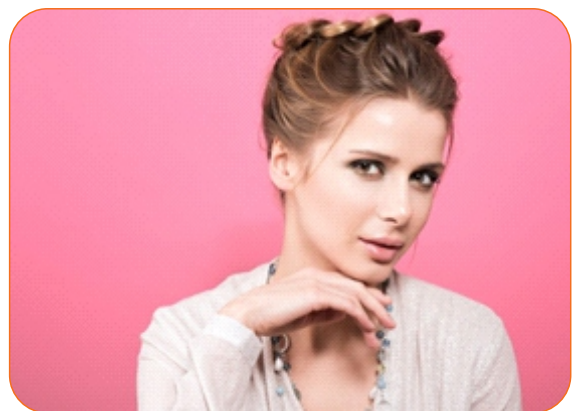
- Scrub your feet with sponge, pumice stone or foot scrubber after a bath.



*Fig 6.20 Foot scrubber*

### Makeup

- Use a suitable foundation which suits your skin tone.
- Highlight good features.
- Makeup should be natural.
- Use light shades to cover up dark circles and lines on the forehead.
- Before applying a lipstick, outline the lip first.
- Use lip balms to moisturise your lips.
- Make sure that eyebrows are neatly shaped.



*Fig 6.21 Right makeup*

## Hair Care

- Wash hair and scalp thoroughly at regular intervals.



*Fig 6.22 Washing hair and scalp*

- Properly groom hair and avoid long hair.
- Hair longer than jaw line should be tied neatly in a bun.
- Brush your hair three to four times a day with soft bristled brush or a wide toothed comb.
- Oil the scalp at least once a week preferably an hour before the hair wash.
- Hair sprays /clips to be used to hold hair in place.

## Uniform and Work Accessories

- Always wear clean and pressed uniform.
- Display your identify card as per salon standards.
- Avoid using necklaces, long earrings, heavy jewellery, etc., at the workplace.
- Wear clothes as mandated by the salon.
- Wear comfortable and covered shoes.
- Use a mild perfume if required.

### 6.4.3 Maintain Good Health And Posture

- Use height adjustable couches and stools to prevent a backache.
- Exercise regularly to keep your hands flexible.
- Always maintain good body posture.
- Eat healthy food.
- Always maintain good body posture.

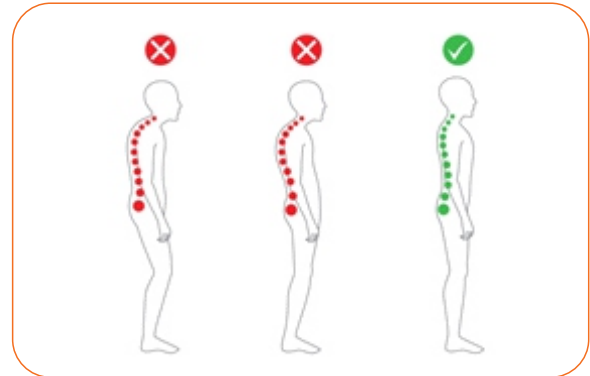


Fig 6.23 Correct body posture



Fig 6.24 Bending exercise



Fig 6.25 Healthy diet

### 6.4.4 Professional Etiquettes

To achieve excellence, every service provider has to adhere to the following guidelines.

- Be courteous.
- Communicate politely.
- Treat all the customers fairly.
- Suggest the best service to the customer to meet their requirement.
- Show respect to colleagues, supervisor and customers.
- Develop a good rapport with the customers.
- Demonstrate good and ethical behaviour.



- Never disclose confidential information.
- Keep the workplace clean and tidy .
- Practice sanitation and sterilisation at all times.
- Follow health and safety norms.
- Identify potential risks and hazards at the workplace and take necessary actions.
- Keep smiling and show enthusiasm.
- Be punctual and reliable.
- Manage stress and anger.



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## Summary

1. Professional service depends on the effectiveness of the operator and also on how efficiently the salon is running. Effective salon procedures maintain consistent standards, allocate job responsibilities and help to ensure that the routine jobs are not forgotten when it is busy.
2. A customer walking into the salon will expect a salon to be clean and tidy. The reception area is the first point of contact. The well-organised reception will make the customer feel happy and assured of the best services.
3. As an Assistant Beauty & Wellness Consultant you will encounter various problems where you will need to take a decision. Remember following steps in decision making and problem solving:
  - i. Recognize that there is a problem.
  - ii. Identify the problem.
  - iii. Generate alternative solutions.
  - iv. Weigh the pros and cons of each solution and decide on the best solution.
  - v. Implement the chosen solution.
  - vi. Evaluate the solution.
4. Here are some of things you should not do.
  - i. Do not get angry with the customer.
  - ii. Do not be rude and tell her that nothing is wrong with her problem area.
  - iii. Do not lie and say there is nobody who can deal with her and ask her to come back when it's an off!
5. The customer's physical comfort is also an important part of the customer service.
6. Communication is the process or activity of sharing/conveying information through the help of messages using methods like speech, writing, visuals, signals or behaviour.
7. It is important that you use good telephone techniques to provide a high standard of customer service.
8. Telephone communication is approximately 25% words and 75% tone or the way the words are said. Therefore while communicating on the phone one needs to compensate for what one cannot see.
9. Smiling when answering self can help to make oneself sound pleased to receive the call.
10. A good practice is to answer the phone within three rings wherever possible.
11. Sometimes people will call the salon to speak to an operator who is unavailable or will want to leave a message. In these situations, it will be necessary to write down a message. Do not rely on your memory.
12. A team will also be made up of different personalities and it is important for everyone to get on when working together as part of a team.
13. A customer also expects their service provider to be well groomed.
14. Grooming is defined as the way we take care of our body and how we present ourselves.

15. Skin care techniques such as cleansing, application of toners and moisturisers keep the skin fresh and glowing.
16. Wash/sanitise your hands before and after the treatment using disinfectants.
17. Wear clothes as mandated by the salon.
18. Always maintain good body posture.
19. Suggest the best product to the customer to meet their requirement.
20. Show respect to colleagues, supervisor and customers.

## Exercise

1. How can you provide a caring environment to your customer?

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2. What are the difficulties you come across in a telephonic conversation and how can you reduce them?

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3. What are the bad effects of alcohol, tobacco and gutkha?

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4. State the importance of personal grooming.

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5. How will you maintain a good health?

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6. List some important aspects of professional etiquettes.

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7. Fill in the blanks:

- a. Have high personal standards of \_\_\_\_\_ and \_\_\_\_\_.
- b. Telephone communication is \_\_\_\_\_ words and \_\_\_\_\_ tone.
- c. It is inappropriate to speak about \_\_\_\_\_, \_\_\_\_\_, etc.

8. Choose the correct option. To create a positive impression you must ensure that:

- a. Reception desk is always dy
- b. Flowers are replaced at least once a week
- c. Brochures are available for the customers
- d. All of the above

9. Choose the correct option. Impact of Gutkha on health:

- a. Loss of sensation in tongue
- b. Fresh breath
- c. None of the above
- d. Both (a) and (b)

10. Choose the correct option. A good team has:

- a. Clear objectives and a sense of direction
- b. Good balance of planning and action

c. The right number of people

d. All of the above

11. What are the steps involved in decision making and problem solving?

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12. What does customer centricity mean?

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Module	Unit No.	Topic Name	Page No.	QR Code/Link
5	5.1	Covid-19 Guidelines	101	 Scan this QR Code to access the related PPT
6	6.4	Personality Development	142	 Click/Scan this QR Code to access the related video



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