

Hair Dressing and beutification

Leve II

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Acronyms

TVT Technical Vocational Training

LAP Learning Activity Performance

Introduction to the Module

In hair dressing and beautification field, over view of hairdressing Industry helps to know Definition and Purpose of information on hair dressing industry, Method of Effective Work Performance, Purpose of Quality Work Performance and Standards and code of practice.

This module design to meet the industry requirement under the hair dressing and beautification occupational standard particularly for the unit of competence Provide Reception service.

Module Units

- Hair dressing industry
- Salon Procedures
- Welcoming client

Learning objectives of the Module

At the end of this session, the students will able to:

- Carry Out Information That Assists Effective Work Performance
- Apply Source of Information
- Apply Standards and code of practice
- Understand Knowledge of Hairdressing Industry

Module Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the information Sheets
4. Accomplish the Self-checks

Unit one: Hairdressing Industry

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Over view of hairdressing Industry
- Source of information on hair dressing industry
- Method of Effective Work Performance
- Purpose Of Quality Work Performance
- Standards and code of practice

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Understand hairdressing Industry
- Identify Sources of Information On Hairdressing Industry
- Understand Effective Work Performance
- Apply Quality Work Performance
- Understand Standards and code of practice

1.1 Over view of hairdressing Industry

The hairdressing industry is the field concerned with creating and maintaining a wide variety of hair styles that can frequently change according to popular trends. Skilled professionals in this area of the cosmetology industry are able to cut, color, style, and alter the textures of hair on clients of all ages, genders, ethnic backgrounds, and walks of life. Working in the beauty industry usually affords the opportunity to work in a creative field with an often-steady supply of available job positions in many geographic locations. Many experienced hairdressers take advantage of opportunities to become business owners in the hair salon industry as well; some even go on to develop their own hairdressing companies and lines of hair care products. Reception service means a service for welcoming persons to the body's hospitals, offices or service locations by staff whose main role is for that purpose.

Hairdressing Industry means the performing and/or carrying out, in any Hairdressing Salon, of shaving, haircutting, hairdressing, hair trimming, facial waxing, hair curling or waving, beard trimming, face or head massaging, shampooing, wig-making, hair working, hair dyeing, manicuring, eye-brow waxing or lash tinting, or any process or treatment of the hair, head or face carried on, using or engaged in Hairdressing Salon, and includes the sharpening or setting of razors in a Hairdressing Salon.

Career in the hairdressing industry requires a good foundation in skills such as hair-cutting scissor techniques, proper hair sectioning during a haircut, and determining the types of haircuts that would look the best on each client based on his or her features. The ability to correctly identify which hair colors would best enhance each client's skin tone is also a vital skill. Beginners in the hairdressing industry are also required to learn chemical processes such as hair straightening and permanent waving. Each hairdresser usually acquires these skills through a comprehensive course of study in a cosmetology school.

1.2 Source of Information on hair dressing industry

In hair dressing industry sources of information are

- Media,
- Reference Books,
- Libraries,
- Unions
- Industry Association
- Industry Journals
- Internet Site
- Information Service
- Personal Observation and Experience
- Collages Supervisor and Manger
- Industry Contact, Monitors And Advisors.

Information may include relationship between the hair dressing industry and others industries

- Industry working condition
- Environmental issue and requirement
- Industrial relations issues and major organization
- Career opportunities within the industry
- The work ethic required to work in the industry
- Industry expectation of staff
- Quality assurance
- New products, technology, techniques and services and related industries such as beauty, entertainment, fashion, health, recreation, retail,



Fig.1.Information on hair dressing industry

1.3 Method of Effective Work Performance

Working successfully in the hairdressing business requires technical skills, good interpersonal communication skills, and prudent decision-making skills. The hairdressing industry involves interacting with a variety of clients who each have their own likes and dislikes, and an important part of the hairdresser's job is to actively listen to and communicate with each client both verbally and non-verbally. Since many hairdressers choose to work as independent contractors rather than as salon employees, these professionals also need to be able to effectively advertise their services in order to attract and maintain a good base of clients.

What is great customer service?

Great customer service means following best practices like valuing customers' time, having a pleasant attitude, and providing knowledgeable and resourceful resources, but that you also take things a step further to exceed — rather than just meet — expectations.

Ways to deliver great customer service

- **Know your product**

Your job is to help your customers get the most out of their purchase and feel like they have gotten true value for their money. Make it your goal to learn everything there is to know about your product so you can amaze your customers with timely recommendations for using new features and services.

- **Maintain a positive attitude**

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Attitude is everything, and a positive attitude goes a long way in providing excellent customer service.

“The right attitude changes negative customer experiences into positive customer experiences,”

- **Creatively problem-solve**

Don’t be afraid to wow your customers as you seek to problem-solve for them. You could just fix the issue and be on your way, but by creatively meeting their needs in ways that go above and beyond, you’ll create customers that are committed to you and your product.

- **Respond quickly**

Resolving customer queries as quickly as possible is a cornerstone of good customer service. Speed should be of the essence — especially for smaller issues that don’t take much time to solve.

Get back to your customers as quickly as possible, but don’t be in a rush to get them off the phone or close the ticket without resolving the issue completely

- **Personalize your service**

Customers want to interact with a person — not a company. It’s part of the reason why many businesses send gifts to their customers on their birthdays.

- **Help customers help themselves**

Self-service is a scalable, cost-effective way to make customers happy which puts help content front and center so customers can find answers right where they are without leaving the page. Then if they’re unable to answer their own question, help from a real person is just a couple clicks away.

- **Focus support on the customer**

Your customers are the most integral part of your business, and they come before products or profit. Treat them like they are the center of your world — because they are.

- **Actively listen**

Paying attention to customer feedback includes looking back over the data, as well as listening in real-time. Show your customers you hear them when they take the time to speak to you.

Listening increases the chances that you'll hear your customers' real problems and can effectively solve them, resulting in happier customers.

Active listening also means you are mindful of your customer's unique personality and current emotional state so you can tailor your response to fit the situation. Customer service is not one-size-fits-all.

- **Keep your word**

If you promise something, making sure you deliver on it is common-sense customer service. Don't let your customers down. Keeping your word is about respect and trust.

- **Be proactively helpful**

Going the extra mile is one of the most important things you can do to deliver great customer service. This is when you have ticked all the boxes, yet you still want to do more.

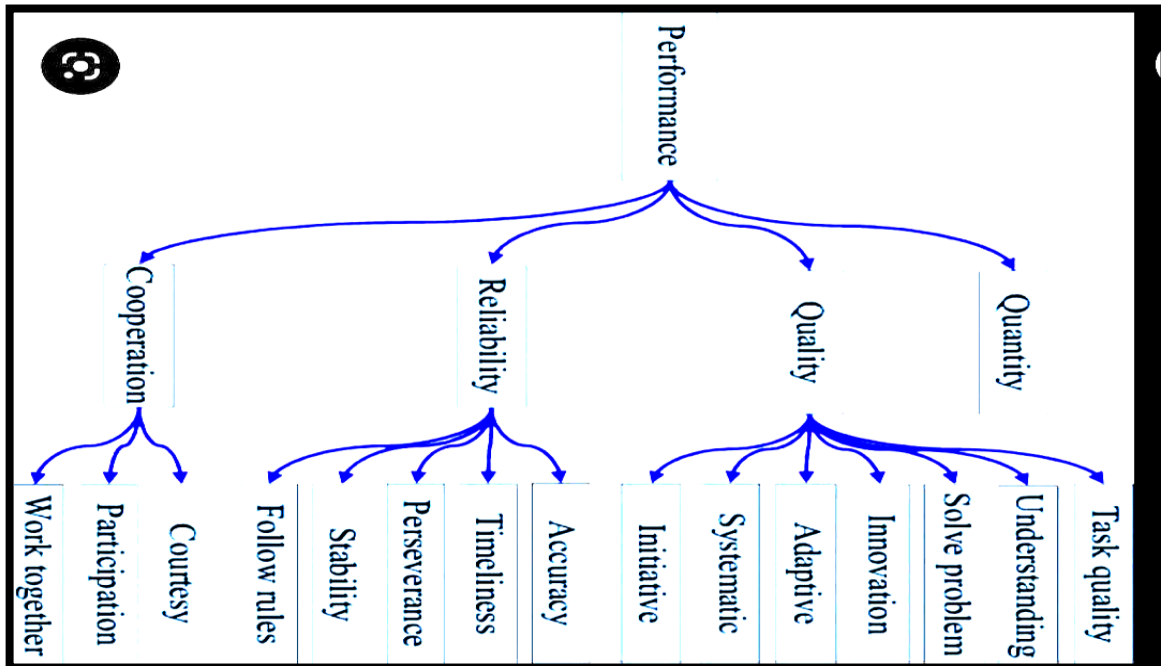
Sometimes being helpful means anticipating your customers' needs before they even have to articulate them. In fact, sometimes customers may ask for one thing without realizing that they really need another. It's your job to anticipate their needs and provide for them.

Sending them a small gift "just because," or giving them a rare promotional code, will speak to your customers' egos and demonstrate your genuine appreciation of their business.

1.4 Purpose of Quality Work Performance

- What is quality work performance?

Quality of work (accuracy, thoroughness, competence) Quantity of work (productivity level, time management, ability to meet deadlines) Job knowledge (skills and understanding of the work) Working relationships (ability to work with others, communication skills) Achievements



Purpose of Quality Work Performance

- What is work performance and why is it important?

“Work performance” is a broad term describing your ability to do your job well. Typically, people who perform well are more likely to receive pay raises and job promotions.

Salon Managers can use any number of metrics to measure employee performance. The most common include:

- Speed
- Quality
- Efficiency

For example, a graphic design firm may value speed and quality so they can meet their clients’ tight deadlines. On the other hand, a construction company might aim for quality and efficiency. They’ll sacrifice speed in favor of reducing wasted raw materials.

Make sure you know which metrics matter most at your job. With that knowledge, you can work to improve the priority areas. Your efforts will show that you’re a valuable asset to your team, which could put you in line for a pay raise.

Ways to improve performance at work

Completing tasks isn't everything. In today's complex work environment, workers should expect to use several soft skills in their day-to-day life. While they don't directly relate to output, they do reflect on you as an employee.

The strategies that can improve your workflow may be simpler than you anticipate. Here are some positive ways to improve work performance. — take a look at these tactics, and decide which ones apply best to you and your job.

1. Limit distractions

This is a tip many people know but rarely follow: limit your potential distractions. Of course, it's impossible to remove distractions all the time. Instead, try scheduling focus blocks in your calendar. During this time, silence your phone, turn off email alerts, shut your office door (if you have one), and focus on the task at hand.

2. Set milestones

Large tasks often cause procrastination. But, if you break projects down into steps on a simple to-do list, they'll often feel more manageable. Plus, once you start knocking things off the list, it's easy to build momentum.

3. Set clear and achievable goals

Be realistic when it comes to your goals. We all want to be super-producers, but we should be mindful of our energy levels and what we can accomplish in a single workday.

Splitting large goals into several smaller, clear goals will keep you on track. Setting achievable goals is a way to be kind to yourself while doing what you can. No one wants you to burn out.

4. Avoid multitasking

Multitasking can feel efficient, but in reality, switching between tasks reduces your efficiency. That is, if you're writing a report in between sending emails, chances are you're not getting as much done as you think. Instead of juggling tasks, pick one thing to work on and stick to it.

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5. Improve your time management

It's time to sharpen your time management skills. Plan your time ahead of time. If you know a task is due in a couple of weeks, work backward from that date and portion out your time accordingly. One hour of focused work per week is more effective than three hours of work at the last minute.

6. Do important tasks first

Prioritizing urgent tasks is an effective way to organize your to-do list. That way, if you're pulled away from your desk, the only items left are those you can afford to delay.

7. Delegate tasks whenever possible

If you're a manager, it's normal to have a lengthy to-do list. Look for opportunities to delegate some work tasks. Break projects into chunks and give clear instructions to team members. They can help you get everything done. Strong management skills include knowing when you're doing too much.

8. Clear your workspace

A cluttered desk can be a distraction. Keep what you need for the task at hand and clear the rest. While you're at it, close all those tabs in your web browser. De cluttering your computer can also do wonders for mental clarity.

9. Stay healthy

Exercise and healthy food are known for keeping your brain happy. Get your workday off to a good start each morning. A good breakfast and a walk outside can boost your focus, energy, and motivation.

10. Communicate clearly

When you're working on a big project, everyone involved needs to know what they're responsible for and when. Effective communication leads to great teamwork, which improves your collective performance.

11. Take short breaks

Your body isn't built for eight consecutive hours of productivity. If your attention drifts while you work, that could be your body telling you to take a break. Instead of working through it, take a break. Better yet: schedule downtime.

12. Prioritize self-improvement

Work on new skill sets, read books, watch videos, and listen to podcasts that expand your mind. You might find useful information that you can bring with you to work.

13. Maintain work-life balance

We all have a personal life. It's important to disconnect at the end of the day. If you take care of yourself, you can be at your best while working.

- 2 things to avoid to stay productive

Stay on your game by limiting these two common distractions:

Office gossip: its fun to get the latest news, but too much idle chat can take away from your work time. Be mindful of how much time you spend conversing with your colleagues.

Smartphones: These revolutionary devices have done wonders to keep us connected, but they're also designed to keep your attention. Turn off notifications and keep it in another room during work hours. This will prevent your phone from drawing you to your social media apps and away from your work.

Level up

When your performance at work improves, people around you will notice. Getting more accomplished puts you in line for raises and promotions. Plus, when you work productively, you'll feel better. Work buddy or a career coach can help maximize your productivity. Better Up can work with you to find ways to improve your work performance and help you get started.

1.5. Standards and code of practice

Definitions of Standard and Code of Practice

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- Good Industry Practice means standards, practices, methods and procedures conforming to the Law and the degree of skill and care, diligence, prudence and foresight which would reasonably and ordinarily be expected from a skilled and experienced person or body engaged in a similar type of undertaking under the same or similar circumstances.
- Standards means: any standards published by, the National Standards Body, the International Organization for Standardization or other reputable or equivalent bodies (and their successor bodies) that a skilled and experienced operator in the same type of industry or business sector as the Supplier would reasonably and ordinarily be expected to comply with; any standards detailed in the specification in framework Schedule 1 (Digital Services) or framework Schedule 6 (Standards and Security); any standards detailed by the Customer in this Contract or as agreed between the Parties from time to time; any relevant Government codes of practice and guidance applicable from time to time.

Code of Practice to protect salon and barbershop clients

Code of Practice

The Code of Practice sets out industry-recognized standards for:

- Insurance and licenses.
- Qualifications and training.
- Health and safety.
- Age restrictions.
- Vulnerable clients.
- Allergy alert testing and skin sensitivity testing.
- Consultation.
- Professional salon standards.
- Advertising, promotion and pricing.
- Sale of products.
- Contracts and credit.
- Record keeping.
- Complaints.

Accredited salons fully accept this Code of Practice and work to the professional standards it sets out. They must also:

- Make sure that their team members are trained and aware of their responsibilities under the Code, as well as legal and trading responsibilities.
- Provide clients with information about the Code of Practice, either as a hard copy or on their website.
- Have a complaints policy which they will follow.
- Insurance and licenses
- Accredited salons will have:
 - Public liability insurance.
 - Professional indemnity insurance covering all the treatments and/or services provided by the salon.
 - Relevant local authority licenses (if required) to provide certain beauty treatments, for example, electrolysis or sun beds.
 - Appropriate licenses to cover activities such as playing music, showing TV or serving alcohol.
- Qualifications and training
- Accredited salons will make sure their team members have:
 - Qualifications from a recognized qualifications body* in a relevant subject and at an appropriate level for the service or treatment being offered, or equivalent industry-recognized training and experience.
 - Industry-recognized training on the tools or equipment they use.
- Client will be told if a trainee or apprentice is providing a treatment or service and any work carried out by the trainee or apprentice will be done under supervision.
- Health and safety
- High standards of health, safety and hygiene are a must for salons. Accredited salons will make sure:
 - Premises, tools and equipment are regularly safety tested and maintained to ensure the health and safety of clients.
 - Rigorous hygiene and cleanliness is observed.
 - Uniforms, other clothing, towels, gowns and linen are clean.

- Equipment, such as clippers, tweezers, brushes and combs, is sterilized as necessary.
- Clinical waste (eg razors, needles) is disposed of in specially marked containers.
- Appropriate personal protective equipment is worn, for example, gloves when providing services such as hair color, shaving, pedicures or intimate waxing.
- Appropriate protective equipment, such as gowns, is provided for use while services or treatments are being carried out.
- Instructions and guidance for the safe use of equipment, materials and products is followed.

Beauty treatments are not recommended for under-16s with the following exceptions:

- Earlobe piercing (stud and gun method, one hole)
- Waxing (not intimate waxing)
- Facials.
- Manicures.
- Pedicures.
- Vulnerable clients

Accredited salons will make sure:

- The welfare of vulnerable adults is protected.
- All salon staff understands the different ways in which clients may be vulnerable, including emotional vulnerability, mental health conditions (including body dysmorphia), learning difficulties, physical disability, ageing and those whose first language isn't English.
- Extra time and effort is taken to make sure vulnerable clients understand the treatments or services they have requested and how much they will cost

Treatments or services the salon considers inappropriate, unethical or potentially unsafe are not provided. The salon will check that any services or treatments requested by a vulnerable person are safe and appropriate, that the individual has fully understood what's involved and wants to have the service or treatment. The salon may also ask you to be present while the service or treatment is carried out. Allergy alert testing and sensitivity testing

Accredited salons will make sure: New clients are given an allergy alert test at least 48 hours before an appointment for the following treatments:

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- Hair color
 - Eyebrow tints
 - Eyelash tints
 - Coloring facial or body hair.
- Allergy alert tests are not needed for every appointment. They may be needed if there are changes to the product used or if a test hasn't been done for 12 months or more. The stylist or therapist will check the information provided by the client to decide whether an allergy alert test is needed.
 - New clients are offered a sensitivity test (sometimes called a 'patch test') at least 24 hours in advance when booking into a beauty salon for certain beauty treatments including:
 - Eyelash perming
 - Eyelash extensions
 - Self-tanning
 - Waxing (depending on the manufacturer and the ingredients used)
 - Lasers and IPL o Semi-permanent make-up (microblading, micro pigmentation)
 - Chemical peels
 - Aesthetics (these treatments vary considerably so your therapist will advise on any sensitivity testing required).

Allergy alert testing A tiny proportion of people can have an allergic reaction to key ingredients in permanent dyes used for coloring hair, eyebrow tinting, eyelash tinting and coloring other facial or body hair.

Sensitivity testing (beauty treatments) While having sensitive skin is not the same as having an allergic reaction, sensitivity tests may be carried out at least 24 hours before a treatment to reduce the risk of unpleasant side effects. The tests help to make sure you're not sensitive to products or product ingredients used for beauty treatments, especially any involving the area around the eyes such as eyelash perming or extensions or for more advanced treatments.

Consultation

Accredited salons will make sure:

- A thorough consultation is carried out, including a health questionnaire for beauty salon clients, and especially for new clients, to discuss requirements before agreeing on the service or treatment to be provided

- Client consent to the beauty treatment being provided is recorded.

purpose, potential benefits, any possible side-effects or after-effects, any treatment limitations and any contra-indications (eg medical conditions, medications, pregnancy, changes to health) which may suggest a service or treatment is not suitable.

- Clients are told how long a treatment or service is likely to take. • Clients are told the total cost of the service or treatment, including any commitment to multiple bookings or further appointments that may be needed to get the desired effect.

- Where a service or treatment involves multiple visits, the service or treatment is reviewed to check if it has been effective and the client is satisfied with the results. If not, alternative treatments or services will be discussed.

- Clients are referred to a healthcare professional such as a GP, trichologist, dermatologist or chiropodist when a contra-indication is identified that might limit or restrict the service or treatment which can be provided. • Advice on aftercare and relevant products is provided.

Remember that it can be hard for a stylist, barber or therapist to understand exactly the look or style that you have in mind. Take your own images to help explain what you mean, or use the salon's iPad or magazine images to help choose a look or effect that you like.

Professional salon standards

Accredited salons will make sure:

- Services and treatments are completed to a high standard.
- Clients receive excellent service and care.
- Clients' questions and queries are answered promptly.
- Clients are treated the same regardless of age, race, gender or disability (although it may not be possible to make reasonable adjustments for access to all salon premises).
- Personal and professional boundaries are respected, for example dress or conversation are appropriate to clients.
- Clients are provided with secure storage facilities for clothes or personal items if they need to be removed for treatments.
- There is a private area where clients can undress before treatments.

- Clients are told if the stylist, therapist or barber is running late.
- Clients are encouraged to provide feedback on the service they have received, for example, via a feedback form or comment thread on social media.
- Accredited salons will make sure:
 - Advertising and promotion is clear, complete and not misleading about price, value, availability, quality or the benefits of the products, services or treatments being offered.
 - Clear descriptions of services, treatments and what's included in the price are provided, including any additional costs associated with the main service or treatment such as a conditioning treatment.
 - Prices for services or treatments and the accepted methods of payment are clearly displayed, including on the salon's website.
 - Prices for products or equipment and accepted methods of payment are clearly displayed. Products include shampoos, conditioners, skincare products and equipment such as hairdryers or strengtheners for sale in the salon

- Record keeping

an accredited salon will maintain accurate and up-to-date client records. Client information will be kept confidential, securely stored and only used for the purpose for which it was given. Client information may include:

- Personal details.
- Health information relevant to the service or treatment to be provided
- History of previous services or treatments.
- Recommendations made
- Client lifestyle requirements.
- Allergy alert test records, sensitivity testing, and any contra-indications which suggest a service or treatment is not suitable.
- Consent to health information records being maintained for four years.
- Consent for services or treatments provided to clients' children (where relevant).

Self-check-1

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Directions: Answer all the questions listed below.

Part -1 Matching

Instruction Select the correct answer for the given choice you given 1 minute for each question carries two pointes

A

1. Hairdressing industry

2. Method of Effective Work
Performance

3. Measurement employee's
performance

4. Ways to improve performance

5. Purpose of Quality Work
Performance

B

a. Limited Distraction

b. Is the field concerned with creating and
maintaining wide variety of hair dressing

c. technical skill, good in social

Communication skill and decision-making
Skill

d. Speed, quality and efficiency

e. Quality Reliability and cooperation

Part -2 Give short Answers

Instruction: - Write short answer for the given question, you are provided 3 minute each question and answer and each point has 5 point

1. Why hair dressing knowledge important?
2. Mention sources of information
3. Define standards and code of practice

Part -3 fill the blank space

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1. _____ methods and procedures conforming to the Law and the degree of skill and care, diligence, prudence and foresight
2. _____ it's fun to get the latest news, but too much idle chat can take away from your work time.
3. _____ Turn off notifications and keep it in another room during work hours.
4. Metrics to measure employee performance are _____, _____ and _____

Unit Two: Salon procedure

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- . Method of Salon procedure
- Book service
- Refreshment equipment

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Follow method of Salon procedure
- Perform Book Service
- Identify Refreshment equipment

2.1. Method of Salon procedure

The best salons all have one thing in common: they deliver an exceptional experience for every guest, every time. Whether a client has been coming to your salon for years or is visiting for the first time, it's important to prepare clients for salon services before each appointment. This preparation isn't just for your stylists. When you prepare clients for salon services, they feel more confident and comfortable during their appointment. This positive experience is what will keep them coming back for years to come. These are the essential Method to do every time.

Salon procedure

1. Lay the groundwork

Is the guest who will soon be in your chair already a regular? Refresh your memory beforehand with any notes you took during their last appointment. These may be consultation details about what they'd like to achieve with their hair or information about their last appointment like cut and color formulas.

2. Nail the intro

Look your guest in the eyes and expressing a warm welcome. Shake hands if the current state allows, let your client lead the contact.

3. Set them at ease

Once your guest is in the seat, it's time to get them comfortable. Whether your salon offers water, coffee, tea, or other refreshments (glass of bubbly, anyone?), ask them if they'd like anything. Provide a few magazine options as well. They may need some reading material when it's time to hang out under the dryers.

4. Start with a clean slate

Cleaning requirements are always an important aspect of the salon industry, and they remain top of mind for your guests, too. If it feels appropriate and isn't posted elsewhere around the salon, put your guests' minds at ease by giving a quick rundown of your current sanitation protocols.

Note that you are giving them a freshly laundered gown and using towels that have been thoroughly washed. Further, discuss how you sterilize all of your tools and surfaces in between guests. If your salon has a specific mask policy, be sure to remind them of those expectations.

Reiterate that all of these salon requirements for client preparation were developed with their health and safety in mind.

5. Dig into their customized consultation

Not sure where to start? Get started with these questions:

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- What do you currently like about your hair?
- What would you like to change about your hair?
- Do you use any tools or specific products?
- How much time do you spend styling your hair every morning?
- Is styling your hair enjoyable or a chore?
- Do you have to attend a lot of work events or social gatherings?

6. Take a before picture

7. Discuss products you'll use

Finally, products are such an important part of your overall salon experience. Not only do they create an additional source of revenue, but they help you take your services to the next level! Are you planning to use a luxurious conditioner or a wonderfully scented finishing mist? Keep your guests in the know! Prepare clients for salon services by discussing the products you're using.

Determine your top-selling products, set up automatic reorders, and weed out the items that are on the shelf collecting dust. All of these reports can be pulled quickly, across multiple salon locations and the mobile Stylist app. Our consumer-facing Pocket Salon app allows your guests to order and pay for items directly from their phones. They can also easily refer back to the products they purchased and loved in Pocket Salon.

Additional Information on Salon Service

How to Greet Clients in a Salon

- Warmly Greet a Client
- Smile And Keep Eye Contact, Positive Body Language
- Be Hospitable
- Be Confident And Professional
- Use The Client's Name
- Keep The Client Informed If They



2.2. Book service

Online Booking Service

We understand life is busy, so we want appointment scheduling to ease into your day-to-day activities like 1-2-3. Our integrated salon software allows for online booking, appointment requests for multi services, and saved product history. You can search by date, service provider or service as well as read service descriptions to help you choose how to pamper yourself at your next appointment.

Please note all new guest and online appointments must be reserved with a credit card at the time of booking per our salon reservation policy.eg to reserve a texture, extension, or special event service, please email or call.



Fig .2.2. 1. Online Booking Service



Fig.2.2.2. Online Booking Service

2.3. Refreshment equipment

Hair salon equipment list divided into categories so you can easily find everything you will need to provide the best quality services to your future clients.

Salon Furniture

Consider your salon's layout, design. Furniture pieces are usually the biggest and the most expensive pieces of equipment. They need to fit well and be comfortable.

- Reception desk
- Reception chairs
- Salon chairs
- Hair styling stations
- Backwash units (shampoo stations)
- Carts and trolleys

- Salon retail stands
- Magazine rack
- Lighting

Salon Electric Equipment

The choice here very much depends on the services you are going to provide and how many stylists will be working in your hair salon at the same time.

- Hood dryers
- Hair curlers
- Heat lamps
- Hair clippers
- Blow dryers
- Washing machine and a dryer (for towels)
- Hair straighteners

Hair Salon Tools and Supplies

- Shears and scissors
- Hand mirrors
- Rattail Combs
- Hair water spray bottles
- Wide-Toothed Combs
- Hair clips
- Round Brushes
- Aprons
- Vented Brushes
- Hair cutting capes
- Salon latex gloves
- Paddle Brushes
- Towels
- Salon towels

Salon Manager Equipment

- Laptop/computer
- Appointment booking / scheduling
- Phone
- Salon POS System / cash register

Self-check-2

Directions: Answer all the questions listed below.

Part -1 Matching

A

B

- | | |
|---|--|
| 1. Lay the groundwork | a. A great way to build trust and |
| 2. Dig into their customized consultation | manage expectations |
| 3. Method of Salon procedure | b. Information about their last appointment like cut and color |
| 4. Ways to great client's | c. Deliver an exceptional experience for every guest |
| 5. Booking Service | d. Body language |
| | e. Appointment scheduling |

Part -2 Give short Answers

Instruction: - Write short answer for the given question.

1. Why Refreshment equipment important?

Part -3 Explanation

1. List Refreshments equipment

Unit Three: - Welcoming client

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Definition of Clients
- Estimating Service Area, Safe and Comfortable
- Consult
- Gown Or Wrap and Towels
- Record And Document Client Profile

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Define client
- Follow Service Area, Safe and Comfortable Situation.
- Prepare Consult for Clients
- Apply a Clean Gown or Wrap and Towels
- Perform Record and Document Client Profile

3.1 Definition of Clients

- A client is someone for whom a professional person or organization is providing a service or doing some work.
- A client of a professional person or organization is a person or company that receives a service from them in return for payment.

Receive clients Orientation Effective communication is the foundation for excellent customer service and team work which are the basis for all services provided in the hairdressing industry.

The ability to communicate effectively with your customers and clients, establish their requirements and access and update client information is an integral part of your hairdressing career.

The first and most important task you have in a salon is the initial greeting of clients. This alone can influence the whole salon experience.

Welcoming the client Attend to the client immediately – even if it means excusing yourself from another Greet them with a smile and use their name if possible. Ask them a number of questions to determine their needs, such as:

- What service would you like to have done today?
- Are you having a color, cut or beauty treatment?
- Do you want to have any other service done today other than what you have already been booked in for?

Communicate with clients according to workplace policies and procedures

The way that you communicate with customers and clients in the salon environment is determined by your workplace policies and procedures. Formerly, business organizations relied on their staff knowing what to do and what was expected of them. This information was simply passed on when a new employee joined the company. The managers and senior staff carried vital information about job procedures around in their heads and if they were absent for any reason this information was temporarily unavailable. If they left the company, then this information was lost permanently.

As a result, most companies now document information relating to job specifications, duty statements, and policies and procedures, including communication.

Communication in the workplace involves communicating with internal and external customers including:

- Clients
- Management
- Customers

- Co-workers/staff
- Other organizations relating to the business

Workplace policies and procedures relating to communication may include:

- Verbal communication
- Non-verbal communication
- Greeting customers
- Fare welling customers
- Complaints processes
- Information gathering and distribution Workplace policies and procedures encourage consistency in service delivery and may outline consequences for failing to comply with policies and procedures.

You must follow workplace policies and procedures at all times when communicating with clients.



Fig.3.1. Client

There are different types of salon client

1. The shy client

You're going to need to coax *this* client out of herself a little and that might be easier by taking her to a quiet part of the salon or even a VIP room if you have one.

Mirror their personality by speaking quietly – you don't want them to feel overwhelmed – and start to point out their features to make them feel good about themselves. If you can find a topic that they are interested in, that can be a great way to get them to open up.

2. The angry client

No matter how good a hairdresser you are, you are almost certain to come into contact with the angry client at some point in your career.

Your best tactic for handling angry clients is to let them talk (or shout) and don't interrupt them too much. If you remain calm, empathize with them and make it clear that you are eager to resolve the problem it usually goes a long way to helping them leave the salon in a better place.

3. The client who is unhappy with the result

This probably means you didn't do as good consultation as you should have done, so when the problem is resolved take some time out to think about what you should have done differently.

In terms of dealing with the client, do not act defensively as that will aggravate the situation. Listen to why they are unhappy and offer solutions to improve the result. If a client is really cross or upset the best solution may be to let them leave and give them a follow-up call the next day to see what they would like to do. Sometimes you will need to give the unhappy client a free service or alternatively offer complimentary appointments to resolve the problem. This needs to be done on a discretionary basis.

4. The impossible-to-please client

You just need to do the best that you can for this client and make sure you have tip-top communication skills so they know exactly what they are going to get. Listen to them, discuss

what it is that they want and ask them to bring pictures in so that you can really understand what they have in mind.

5. The hearing-impaired client

Most hearing-impaired clients have fantastic lip-reading skills so position yourself in front of them and speak slowly and clearly. It makes sense to use visual aids with hearing-impaired clients and if necessary, you can always write things down to clarify.

6. The visually-impaired client

If you have clients with sight problems, your biggest priority is to create a trusting relationship and try to get a feel for how the salon experience would feel from their perspective.

This is when your communication skills really need to come into their own. You'll need to speak very clearly and tell them exactly what you are doing throughout the process and describe how they look. When it comes to moving between the styling station and the backwash, don't assume they will need you to guide them, but make sure you offer in a sensitive manner.

7. The client who speaks another language

Ideally, you'll have a multi-lingual colleague who can help you out! If you aren't that lucky then you'll need to be creative.

Using magazines or iPads as visual aids can help to get an understanding of what they have in mind while hand gestures, body language and simple universal questions will make you realize how much you can say without words.

3.2 Estimating Service Area, Safe and Comfortable



Fig.3.2. Safe comfortable service area

Consulting Service

Consult means seek information or advice from someone especially an expert or professional. A successful hair dressing consultation is essential for both clients and stylist. We have to put to gather an easy – to- follow list of tips to help you make the most of each consultation.

Consulting Services means services of an advisory and intellectual nature provided by consultants using their professional skills to study, design, organize, and manage projects, encompassing multiple activities and disciplines, including the crafting of sector policies and institutional reforms, specialist advice, legal advice and integrated solutions, change management and financial advisory services, planning and engineering studies, and architectural design services, supervision, social and environmental assessments, technical assistance, and program implementation;

Consulting means the application of scientific principles and procedures in counseling and human development to provide assistance in understanding and solving current or potential problems that the client may have in relation to a third party, individuals, groups, and organizations.

Consultancy means the person, firm or corporate body Introduced to the Client by the Employment Business to carry out an Assignment (and, save where otherwise indicated, includes Consultancy Staff and any third party to whom the provision of the Consultancy Services is assigned or sub-contracted with the prior approval of the Client and any officer, employee, worker or representative of any such third party);

The Consultant Personnel’ means any person instructed pursuant to this Contract to undertake any of the Consultant’s obligations under this Contract, including the Consultant’s employees, agents and sub-consultants.

3.4. Gown or Wrap and Towels

Gown or Wrap used to protect clients from hair, water and splashes of color. Protect clients and hair stylists with our range of hairdressing gowns and salon aprons. Salon gowns boast high quality and adjustable designs that are comfortable and practical to wear. Towels are absorbent cloth or paper for wiping or drying.



Fig 3.4. Towels



Fig 3.4. Gown

3.5. Record and Document Client Profile

One of the fundamental aspects of effectively running your business knows your clients. Even the most seemingly trivial bits of information, such as their favorite television shows and beverages, to more important things, such as their allergies and treatment history, play an important role when treating clients. With that being said, shouldn't this sensitive information be stored in a secure place? And we're not talking about a paper notebook! We're going to cover how to keep customer records safe and prevent them from falling into the wrong hands.



Fig.3.5. Record and Document Client Profile

Most salon will keep an electronic record using their point of sales system ,although same may choose to keep paper file on each client.

Contact information is vital for staying in touch with clients and notes pertaining to allergies and specific conditions they may have are important when treating them. But what about more trivial information, such as a client’s favorite show on Netflix, their preferred type of coffee and their last 3 treatments? Although seemingly irrelevant, this data is essential for building customer loyalty and making each visit a memorable one. The next time a regular comes in for their appointment, ask them about their favorite show or mention that you’ve just introduced a treatment similar to what they’ve had in the past. Clients tend to bond better with businesses that know them as a person and not just a customer.

Client Records

Why keep client records? A client record helps the stylist communicate with the client by tracking changes in lifestyle and hair health, as well as keeping record of previous hair services, including colour formulations, haircut preferences, and retail products.

Most salons will keep an electronic record using their POS (point of sale) system, although some may choose to keep a paper file on each client. An electronic record system can save valuable salon space and is usually tied into each client’s booking profile, making it easy to access at the click of a button. Many of these systems can also be accessed outside of the salon through a

corresponding smart phone app. Whichever method you choose, a client record should contain the following:

- Contact info (phone and email)
- Retail purchase history
- Colour formulation history
- Notes on lifestyle that are relevant to their haircut/colour preferences

Optional, but equally important details to include:

- Referrals
- Birthday
- Personal notes such as how they take their coffee, a recent vacation they took, pets, etc. These notes help to jog your memory and make your client feel special when you remember!

A well kept client record will keep you organized and prepared, and will add a professional touch to the services that you offer!

Client Record Example

Bashadu

Email: Bashadu@mail.com Phone: 022443..... Birthday: October 14th

January 3rd, 2015 E.C

Formula: 30ml 20 volume + 30ml 5N (All over colour)

Retail: Colour safe shampoo/hairspray

Notes:

- Wash and wear hair routine
- Takes her tea with milk

- Leaving for Adis Ababa next week for her daughter's wedding!

Referrals:

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Self-check-3

Part -1

Directions: Match Column A with Column B

A

- | | |
|---|---|
| _____ 1. Definition of Clients | a. advice from someone especially an expert or professional |
| _____ 2. Consult | |
| _____ 3. Gown | b. client of a professional person or organization |
| _____ 4. Unhappy Clients | c. Protect clients from hair, water and splashes of color |
| _____ 5. Client who speaks another language | d. Service to fail to meet the expectation of your customer |
| | e. Using magazines or iPads as visual aids |

Part -2

Instruction: - Write short answer for the given question

1. Why use towels?

Part -3

Directions: Give brief explanation listed below

1. What is the important of client data?
2. List types of Clients

Reference

Www.Amzon .com

www.safe hair. I.e. , Tutorials, Directory Contact

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			November, 2022

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