

## SAMPLE ASSESSMENT MATERIAL

# UNIT 4 - COMMUNICATION AND CLIENT CARE IN THE HAIR AND BEAUTY SECTOR



# Unit 4 Communication and client care in the hair and beauty sector

## Level 2

### Sample assessment material - information for teachers

**This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.**

#### Overview

The learner will complete an assignment based on a case study. It is taken under controlled conditions, in which the learner will complete two tasks. The first is to produce three different consultation documents that show how consultations are performed in the hair and beauty sector. These documents will be used in context and each will be reviewed by the teacher/manager and the learner. The second task is to design and complete an appraisal form.

#### Time

The overall time allowed for this assignment is up to 9 hours under controlled conditions. Each consultation should take no longer than 30 minutes.

#### Resources

Learners will require access to word processing software as a minimum. The observations of consultations may be carried out in a range of establishments including the learner's own work placement, a shop/salon in the local area or in the RLE (Realistic Learning Environment) in the centre.

#### Supervision

Teachers must ensure that tasks are carried out under controlled conditions in accordance with the guidance on page 93 - 95 of the specifications. Teachers will keep all of the learner's final work for moderation purposes.

Learners should be supervised and questioned whilst producing the tasks. The individual responses to these questions should be written in the form of feedback for the learner and kept for moderation purposes.

#### Collaboration

Group work is a useful way of obtaining information for some activities but it is important that individual learners meet the assessment criteria requirements. Teachers assessing the evidence will need to be convinced of its individual authenticity. Questioning can be used in order to clarify the validity, authenticity and sufficiency of evidence. Annotation of written/photographic evidence can also be used to detail an individual contribution.

## Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 3 marks	4 to 6 marks	7 to 9 marks
1 Understand the importance of communication in the hair and beauty sector	<p>Described showing a limited understanding the importance of appropriate communication for a safe and effective work environment.</p> <p>Explained showing limited understanding the importance of communication skills.</p> <p>Explained showing limited understanding of the importance personal presentation and appearance to career success.</p>	<p>Described showing a clear understanding the importance of appropriate communication for a safe and effective work environment.</p> <p>Explained showing a clear understanding the importance of communication skills.</p> <p>Explained showing a clear understanding of the importance of personal presentation and appearance to career success.</p>	<p>Described showing a comprehensive understanding the importance of appropriate communication for a safe and effective work environment.</p> <p>Explained showing a comprehensive understanding the importance of communication skills.</p> <p>Shown a comprehensive understanding of the importance of personal presentation and appearance to career success.</p>
	0 to 3 marks	4 to 6 marks	7 to 9 marks
2 Understand the role of communication in providing effective customer services	<p>Demonstrated showing limited awareness the need for effective customer service in business.</p> <p>Described how to recognise which communication skills work best in different situations and with different people, with limited understanding.</p>	<p>Demonstrated showing a clear awareness the need for effective customer service in business.</p> <p>Described how to recognise which communication skills work best in different situations and with different people, with a clear understanding.</p>	<p>Demonstrated showing a comprehensive appreciation the need for effective customer service in business.</p> <p>Described how to recognise which communication skills work best in different situations and with different people, with comprehensive understanding.</p>
	0 to 4 marks	5 to 8 marks	9 to 12 marks
3 Understand the consultation process	<p>Explained showing a limited awareness the importance of the consultation process in building relationships and increasing sales.</p> <p>Compared and identified a limited amount of differences and similarities in consultation processes.</p>	<p>Explained, showing a clear awareness the importance of the consultation process in building relationships and increasing sales.</p> <p>Compared and identified clear differences and similarities in consultation processes.</p>	<p>Explained with an extensive appreciation the importance of the consultation process in building relationships and increasing sales.</p> <p>Compared and identified a comprehensive list of differences and similarities in consultation processes.</p>
	0 to 10 marks	11 to 20 marks	21 to 30 marks
4 Be able to carry out consultations with hair and beauty clients	<p>Performed and carried out relevant consultation processes using limited terminology for different audiences with continual prompting.</p> <p>Given a limited evaluation of the experience with minimal reference to feedback giving limited suggestions for improvements for the future.</p>	<p>Performed and carried out relevant consultation processes using suitable terminology for different audiences with occasional support.</p> <p>Given a clear evaluation of the experience with some reference to feedback giving some suggestions for improvements for the future.</p>	<p>Performed and carried out relevant consultation processes using terminologies comprehensively for different audiences with autonomy.</p> <p>Given a thorough evaluation of experience of the consultation process referring to feedback and giving realistic suggestions as to improvements for the future.</p>

## Sample assessment material – information for learners

### Assignment overview

For this assignment you are required to:

- Produce, use and review three different consultations with clients. The consultations should be carried out before and after services.
- Produce and complete an appraisal document to show your understanding of the importance of communication and the role of communication in providing effective customer care.

### Time

You will have 9 hours to complete the assessment.

### Collaboration

You can discuss the assignment and make notes in your group but you must produce individual responses to Tasks 1 and 2.

### Roles

Your teacher may play the role of the Spa manager if you complete the work internally. A local employer may allow you to perform consultations and will give you feedback on your performance.

### Assignment Brief

#### “From hair salon to spa”



You are currently employed as an assistant in a spa business called ‘The Salison’. You have been given the chance to create a new aspect to the business. Your manager has asked you to offer hairdressing services in his spa.

To be able to relate to the clientele in the spa you need to do some research beforehand and make some comparisons between communication methods used in hairdressing salons and spas. The manager has asked you to offer both barbering and ladies hairdressing services so the comparisons will have to cover all three service areas (barbering, hairdressing and spa).

After the first month the manager will need to carry out an appraisal with you. You are asked to keep a log of your performance.

**Task 1**

Individually, you will produce, use and review three different consultations with clients. The consultations should be carried out before and after services and be appropriate for the spa, hairdressing and barbering industries.

During production of your consultation documents you will need to show clear differences and similarities in each of the consultation processes.

The review should form part of your appraisal document in Task 2. It should include reference to the feedback your teacher gave you and suggestions for future improvements.

**Task 2**

Produce and complete an appraisal document to evaluate the consultations you carried out in Task 1.

- The appraisal must show your understanding of how communication skills and personal presentation will assist in building a career.
- In order to do this you should also include your understanding of the links between communication and safety, effective customer service, building relationships and increasing sales in the Spa.
- and which communication skills worked best in each of your consultations and why.
- the appraisal document must refer to the feedback you were given, including your suggestions for future improvements.