

**COURSE COS3280: SALES & SERVICE 2 (EFFECTIVENESS)\***

**Level:** Advanced

**Theme:** Enterprise and Competition

**Prerequisites:** COS2210 Sales & Service 1 (Principles & Practices)  
COS1010 Personal Images

**Description:** Students distinguish between sales and service techniques that encourage positive client responses and those that evoke negative responses, demonstrate effective sales and service techniques, and identify and demonstrate duties performed by salon receptionists.

**Parameters:** No specialized equipment or facilities.

**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>• design a client survey and develop a client profile that identifies client demographics and level of satisfaction with the salon</li> <li>• develop and implement a plan to enhance client satisfaction and increase the sale of services and cosmetics and products for personal grooming, and evaluate outcomes of the plan</li> <li>• demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>• <b>Applied Problem Solving</b> in which the student will:               <ul style="list-style-type: none"> <li>– survey and develop a client profile to identify levels of satisfaction and other factors including:                   <ul style="list-style-type: none"> <li>• age</li> <li>• gender</li> <li>• occupation</li> <li>• income range</li> <li>• family/marital status</li> <li>• area of residence</li> <li>• type of residence.</li> </ul> </li> </ul> </li> <li>• <b>Process and Product</b> in which the student will:               <ul style="list-style-type: none"> <li>– develop a plan to enhance client satisfaction and increase sales of services and products</li> <li>– implement one or more parts of the plan.</li> </ul> </li> </ul> <p><i>Assessment Tool</i> <i>COTATS3280: Sales and Service 2</i></p> <ul style="list-style-type: none"> <li>• <b>Observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>30</p> <p>30</p> <p>40</p> <p>Integrated throughout</p>

\* For additional courses relating to salesmanship and retailing see:

- Management and Marketing Guide to Standards and Implementation.

**COURSE COS3280: SALES & SERVICE 2 (EFFECTIVENESS) (continued)**

Concept	Specific Outcomes	Notes
Client Survey	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• create an instrument to survey the demographics of clients and their level of satisfaction with the salon including:               <ul style="list-style-type: none"> <li>– service</li> <li>– attention</li> <li>– friendliness</li> <li>– cleanliness</li> <li>– professionalism</li> </ul> </li> <li>• analyze the data collected and prepare a report that includes recommendations for action.</li> </ul>	
Client Profile	<ul style="list-style-type: none"> <li>• use the prepared report to develop a profile of clients who use the salon and include details of frequency of use and levels of client satisfaction.</li> </ul>	
Achieving Closure	<ul style="list-style-type: none"> <li>• describe and demonstrate how client resistance (e.g., objections, concerns, excuses) may be addressed</li> <li>• describe and demonstrate techniques used to:               <ul style="list-style-type: none"> <li>– close a sale</li> <li>– offer reassurance and support for purchasing decisions</li> <li>– address after-sale and follow-up services.</li> </ul> </li> </ul>	
Sales and Service Plan	<ul style="list-style-type: none"> <li>• create a plan to increase the level and quality of sales and services offered to clients and to enhance the public image and appearance of the salon</li> <li>• create an instrument to evaluate each part of the plan.</li> </ul>	
Implementing the Plan	<ul style="list-style-type: none"> <li>• select and implement one or more parts of the plan</li> <li>• evaluate the results of the changes, for example, on:               <ul style="list-style-type: none"> <li>– client satisfaction</li> <li>– client use of salon</li> <li>– sale of services</li> <li>– sale of products.</li> </ul> </li> </ul>	