

The importance of...

Using effective communication to identify client needs and expectations...

When talking with your client your voice should be calm, polite and reassuring and so your client can understand what you're saying. Have good English, speak slowly and speak with confidence.

Make sure the information you are giving your client is correct and informative and be a good listener.

Providing the client with clear advice and recommendations...

If clients cannot have the treatment they wanted, recommend another treatment they could have, recommend products for them and have good knowledge when you make recommendations. Talk clearly when giving them advice.

Client confidentiality in line with the Data Protection Act...

When completing a consultation form, be close to the client, have good body language and posture and have eye contact. Take the client away from any crowds in case anyone hears the information they're giving to you to stop them spreading what they've heard. Keep the clients dignity and don't be judgemental of them.

Communication techniques when supporting retail opportunities...

Be smiling and friendly, look inviting. Have good body language and speak openly to them.

Offer them deals and offers and advertise your most popular or products that suit them the most.