London college of excellence limited

G18 ASSIGNMENT

**Promote additional services and products to customers**

NVQ Level 2

**Assignment completion date**

**Assessor Signature**

**Number**

**IV Date**

**IV Signature**

**Number**

**Learner Name**

**Task**

Complete all questions in outcome 4.

**Attempt all questions in BLACK**

There is NO MANDATORY TEST PAPER FOR THIS UNIT

You can use any method of research that you feel appropriate, however, you must be able to prove that this is your own work.

All parts of each outcome must be answered using a standard blue or black ink, or word processed if you prefer.

**Marking**

Your tutor will mark your answers and give you written feedback, and this will be discussed with you. If you have changes to make, your tutor will agree a suitable action plan and a new deadline with you.
You will have the opportunity to give your comments on the feedback that you have received.

**Knowledge and Understanding Outcome 4**

Understand how to promote additional services or products to customers.

1. Describe your salons procedures for encouraging the use of additional services or products
2. How will additional services or products benefit your customers?
3. How will your customers’ use of additional services or products benefit your salon?
4. What are the main factors that influence customers to use your salons services or products?
5. Explain how you would do the following:

|  |  |
| --- | --- |
| Outline the benefits of the product/service |  |
| Overcome client reservations |  |
| Agree to provide additional services or products |  |

f. State how you would give appropriate, balanced information to customers about services or products