

MODULE COS2210: SALES & SERVICE 1 (PRINCIPLES & PRACTICES)***Level:** Intermediate**Theme:** Enterprise and Competition**Prerequisite:** COS1010 Personal Images**Module Description:** Students describe and demonstrate basic principles of selling and service in the various sectors of the cosmetology industry.**Module Parameters:** Access to a professional cosmetology-related retail facility.**Curriculum and Assessment Standards**

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify and describe ethical principles and practices of professional cosmetologists define, describe and demonstrate the attention, interest, desire, action (AIDA) and courtesy, attention, receptivity/respect, efficiency/effectiveness (CARE) principles, and apply these principles to personal selling, and display merchandising within the cosmetology industry demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> Concept Testing in which the student will: <ul style="list-style-type: none"> prepare and present a verbal, written or other descriptions of desirable ethics of professional cosmetologists. <p><i>Assessment Tool</i> <i>CTS Rubric: Presentation/Reports</i></p>	20
	<ul style="list-style-type: none"> Process in which the student will: <ul style="list-style-type: none"> define, describe and demonstrate the use of the AIDA and CARE principles in cosmetology-related selling and merchandising. <p><i>Assessment Tool</i> <i>COSTAT2210: Sales and Service 1 (Principles and Practices)</i></p>	80
	<ul style="list-style-type: none"> Observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	Integrated throughout

- ★ For additional modules related to salesmanship and retailing see:
- Management and Marketing Guide to Standards and Implementation.

MODULE COS2210: SALES & SERVICE 1 (PRINCIPLES & PRACTICES) (continued)

Concept	Specific Learner Expectations	Notes
Sales and Service Relationships	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define the terms selling, personal service and personal selling • describe goods and services generally available in hairstyling/esthetology salons • explain why service is important in the cosmetology industry • distinguish between sales ability and the ability to provide service • define and describe the CARE principle (i.e., Courtesy, Attention, Receptivity/Respect, Efficiency/Effectiveness) • define and describe the AIDA principle (i.e., Attention, Interest, Desire, Action). 	
Professional Ethics and Practices	<ul style="list-style-type: none"> • define the term professional ethics • describe and demonstrate ethical behaviours expected of professional cosmetologists • explain why effective communications and interpersonal skills are important to a successful worker. 	
Sales and Service Practices	<ul style="list-style-type: none"> • identify and describe sales and service practices performed by salon managers, cosmetologists and support personnel; e.g.: <ul style="list-style-type: none"> – salon assistants – apprentices – receptionists • distinguish among personal selling, retail selling and display merchandising • describe and demonstrate promotional strategies that may be used by cosmetology businesses • apply the AIDA principle and demonstrate personal selling, retail selling and display merchandising strategies. 	

MODULE COS2210: SALES & SERVICE 1 (PRINCIPLES & PRACTICES) (continued)

Concept	Specific Learner Expectations	Notes
Management Roles and Responsibilities	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and describe the roles and responsibilities of management personnel in cosmetology-related businesses; e.g.: <ul style="list-style-type: none"> – hairdressing salons – esthetology salons – cosmetology supplies retail outlets – cosmetology supplies wholesalers • explain the role of salon management personnel including owners, operators, management staff and receptionists in promoting sales and providing service. 	
Client Satisfaction	<ul style="list-style-type: none"> • explain the importance of client satisfaction to the success of a business • describe and demonstrate strategies designed to promote and achieve client satisfaction. 	
Keeping Records	<ul style="list-style-type: none"> • explain the importance of record keeping to individual cosmetologists and to salon managers/operators • identify and describe types of records maintained by cosmetology businesses • maintain a current and simple set of records for a cosmetology business. 	

