

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Salon Operations & Retail Sales

Foundation Level



LAPT — London Academy of Professional Training

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Reference BE-SSM-F • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	BE-SSM-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Customer Service Excellence 4 chapters · 20 classes 65 marks	
• 1 Understanding the Fundamentals of Customer Service in Salons — 5 classes › 1.1 Exploring Customer Service Basics in Salons › 1.2 Identifying Key Customer Needs and Expectations › 1.3 Building Effective Communication Skills with Clients › 1.4 Implementing Strategies for Enhancing Client Experience › 1.5 Evaluating and Improving Customer Service Practices • 2 Building Rapport and Trust with Clients — 5 classes › 2.1 Understanding Client Needs: The Foundation of Rapport › 2.2 Practicing Active Listening Techniques › 2.3 Building Trust through Consistent Communication › 2.4 Utilizing Empathy to Enhance Client Relationships › 2.5 Demonstrating Product Knowledge to Build Confidence	• 3 Managing Diverse Customer Needs and Expectations — 5 classes › 3.1 Understanding the Diversity of Customer Needs › 3.2 Identifying Customer Expectations › 3.3 Adapting Communication Styles for Diverse Clients › 3.4 Implementing Inclusive Customer Service Strategies › 3.5 Evaluating Feedback to Improve Customer Experience • 4 Enhancing Customer Service through Retail Sales Techniques — 5 classes › 4.1 Understanding the Role of Retail in Customer Service › 4.2 Identifying Customer Needs through Effective Questioning › 4.3 Recommending Products with Confidence › 4.4 Creating a Personalised Customer Experience › 4.5 Handling Objections and Closing Sales
2 Financial Management Basics 4 chapters · 20 classes 65 marks	
• 1 Understanding Financial Terminology in Salon Operations — 5 classes › 1.1 Identifying Key Financial Terms in Salon Operations › 1.2 Exploring Revenue Streams and Costs in Salons › 1.3 Analyzing Financial Statements for Salons › 1.4 Understanding Cash Flow and Budget Management › 1.5 Applying Financial Concepts to Improve Salon Profitability • 2 Budgeting and Financial Planning for Salons — 5 classes › 2.1 Understanding Salon Financial Goals › 2.2 Identifying and Categorizing Salon Expenses › 2.3 Creating a Basic Salon Budget › 2.4 Strategies for Effective Financial Planning › 2.5 Monitoring and Adjusting Your Salon Budget	• 3 Analyzing Salon Financial Performance — 5 classes › 3.1 Understanding Key Financial Metrics for Salons › 3.2 Interpreting Profit and Loss Statements in Salon Settings › 3.3 Assessing Operating Expenses and Their Impact on Profitability › 3.4 Analyzing Cash Flow to Ensure Salon Sustainability › 3.5 Developing Strategies to Enhance Salon Financial Performance • 4 Managing Cash Flow and Financial Records in Salons — 5 classes › 4.1 Understanding Salon Cash Flow Essentials › 4.2 Analyzing Daily Sales and Expenses › 4.3 Recording Financial Transactions Accurately › 4.4 Preparing and Using Cash Flow Statements › 4.5 Monitoring and Optimizing Financial Performance

3

Introduction to Salon Operations

4 chapters · 20 classes

90 marks

• 1 Understanding Salon Structure and Functions — 5 classes

- › 1.1 Exploring the Departments of a Salon
- › 1.2 Understanding the Roles and Responsibilities in a Salon
- › 1.3 Identifying the Key Services Offered in a Salon
- › 1.4 Analyzing the Client Journey in a Salon Environment
- › 1.5 Implementing Effective Salon Communication Strategies

• 2 Client Interaction and Customer Service Excellence — 5 classes

- › 2.1 Understanding the Role of Customer Service in Salons
- › 2.2 Building Effective Communication Skills for Client Interactions
- › 2.3 Identifying and Meeting Client Needs and Expectations
- › 2.4 Handling Client Complaints and Feedback Professionally
- › 2.5 Implementing Strategies for Enhancing Customer Service Excellence

• 3 Retail Sales and Product Knowledge — 5 classes

- › 3.1 Understanding Salon Retail Products
- › 3.2 Analyzing Customer Needs for Effective Product Matching
- › 3.3 Demonstrating Effective Product Recommendation Techniques
- › 3.4 Building Customer Trust through Product Knowledge
- › 3.5 Utilizing Retail Space to Enhance Product Sales

• 4 Health and Safety Regulations in Salons — 5 classes

- › 4.1 Understanding Health and Safety Legislation
- › 4.2 Identifying Common Salon Hazards
- › 4.3 Implementing Safety Protocols in Daily Operations
- › 4.4 Conducting Risk Assessments in Salons
- › 4.5 Applying Emergency Procedures and First Aid

4

Product Knowledge

4 chapters · 20 classes

45 marks

• 1 Understanding Core Beauty Product Categories — 5 classes

- › 1.1 Explore Skincare Products and Their Functions
- › 1.2 Identify Different Types of Haircare Products
- › 1.3 Discover the Range of Makeup Products
- › 1.4 Understand Body Care Product Varieties
- › 1.5 Analyze Specialty Beauty Product Uses

• 2 Analyzing Product Ingredients and Formulations — 5 classes

- › 2.1 Understanding Basic Ingredients in Salon Products
- › 2.2 Exploring Active and Inactive Ingredients
- › 2.3 Assessing the Function and Benefits of Formulations
- › 2.4 Identifying Potential Allergens and Sensitizers
- › 2.5 Applying Product Knowledge to Retail Recommendations

• 3 Retail Product Selection and Inventory Management — 5 classes

- › 3.1 Understanding Retail Product Lines
- › 3.2 Identifying Key Features and Benefits of Salon Products
- › 3.3 Selecting Products to Meet Customer Needs
- › 3.4 Managing and Organizing Salon Inventory
- › 3.5 Applying Inventory Data for Sales Improvement

• 4 Communicating Product Benefits and Personalizing Sales — 5 classes

- › 4.1 Understanding Key Product Benefits
- › 4.2 Identifying Customer Needs
- › 4.3 Tailoring Product Recommendations
- › 4.4 Communicating Effectively to Enhance Sales
- › 4.5 Practice Personalizing Sales Interactions

5

Retail Sales Strategies

4 chapters · 20 classes

90 marks

• 1 Understanding Salon Retail Dynamics — 5 classes

- › 1.1 Identifying Key Retail Opportunities in Salons
- › 1.2 Exploring the Customer Journey in Salon Retail
- › 1.3 Analyzing Salon Product Placement Strategies
- › 1.4 Implementing Effective Communication Techniques
- › 1.5 Evaluating the Impact of Retail Promotions in Salons

• 2 Effective Communication and Sales Techniques — 5 classes

- › 2.1 Understanding Customer Needs and Preferences
- › 2.2 Building Rapport Through Active Listening
- › 2.3 Mastering Persuasive Communication Techniques
- › 2.4 Demonstrating Product Knowledge to Boost Sales
- › 2.5 Closing the Sale with Confidence and Professionalism

• 3 Creating a Personalized Customer Experience — 5 classes

- › 3.1 Understanding the Customer: Building Profiles and Personas
- › 3.2 Identifying Customer Needs: Listening and Observing Techniques
- › 3.3 Tailoring Services: Customizing Product Recommendations
- › 3.4 Enhancing the Experience: Creating a Memorable In-Store Atmosphere
- › 3.5 Implementing Feedback: Adapting to Elevate Customer Satisfaction

• 4 Utilizing Data and Technology in Retail Sales — 5 classes

- › 4.1 Understanding Retail Sales Data Basics
- › 4.2 Leveraging Technology for Enhanced Customer Insights
- › 4.3 Implementing Real-Time Data Analytics in Sales
- › 4.4 Applying Data-Driven Strategies to Boost Sales
- › 4.5 Evaluating Technology Tools for Retail Success

• 1 Understanding Salon Workflow Dynamics — 5 classes

- › 1.1 Exploring the Role of Workflow in Salon Operations
- › 1.2 Identifying Key Tasks in Salon Workflow
- › 1.3 Analyzing the Impact of Workflow Efficiency on Customer Satisfaction
- › 1.4 Developing Skills to Prioritize Tasks in a Salon Environment
- › 1.5 Implementing Strategies to Optimize Salon Workflow

• 2 Optimizing Task Scheduling and Prioritization — 5 classes

- › 2.1 Understanding Workflow Dynamics in a Salon Environment
- › 2.2 Identifying and Categorizing Tasks for Effective Management
- › 2.3 Techniques for Prioritizing Tasks in a Salon Setting
- › 2.4 Tools and Strategies for Optimizing Task Scheduling
- › 2.5 Applying Real-World Scenarios to Enhance Efficiency and Productivity

• 3 Integrating Technology in Salon Operations — 5 classes

- › 3.1 Understanding the Role of Technology in Modern Salon Operations
- › 3.2 Exploring Salon Software Solutions for Task Management
- › 3.3 Implementing Digital Booking Systems for Improved Client Experience
- › 3.4 Harnessing Social Media Platforms for Salon Marketing and Engagement
- › 3.5 Analyzing the Impact of Technology on Salon Retail Sales

• 4 Advanced Strategies for Effective Team Collaboration — 5 classes

- › 4.1 Understanding Team Dynamics in Salon Environments
- › 4.2 Leveraging Communication Tools for Better Collaboration
- › 4.3 Implementing Task Delegation for Efficient Workflow
- › 4.4 Developing Conflict Resolution Strategies
- › 4.5 Measuring Team Collaboration Success with Feedback Mechanisms