

# Assistant with Salon Reception Duties

NVQ level 1  
beauty therapy  
lecturer copy





# Assist with reception duties

The reception area automatically creates the image for the salon. When designing a reception area the salon needs to consider the image it is trying to create for example:

- Friendly
- Fun
- Spa like
- Trendy
- Relaxation area



## Qualities of a receptionist

The assistant receptionist is usually the first person that the client sees when they enter the salon, for this reason it is important that you present a good first impression. The receptionist should always have a neat appearance, have good communication skills and present approachable body language, therefore creating a professional impression. Hair should be well groomed, you should have manicured nails, and your clothes should be respectable and clean.

The assistant reception-



ist duties include:

- Dealing with enquiries face to face and by phone.
- Making appointments face to face and over the phone.
- Maintaining the reception area.
- Taking messages

- Knowing about the services and products that the salon offers
- Keeping client confidentiality

## What is needed for a reception area?

No matter what the image, you will still need to have adequate equipment and supplies in order to allow the reception to run smoothly.

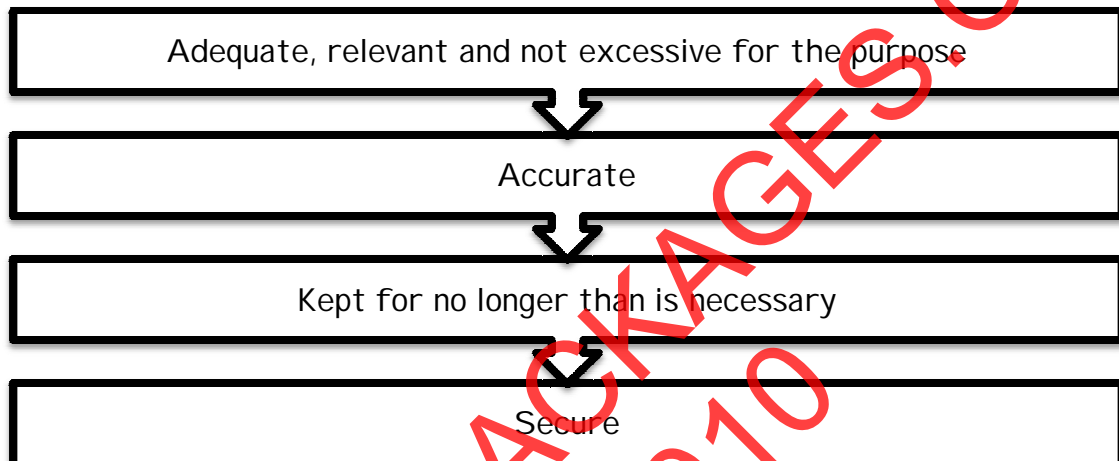
- The reception desk
- A comfortable supportive chair
- Appointment book
- Computers
- Till
- Chip and pin machine for card payments
- Chairs
- Magazines
- Display area
- Pens and pencils
- Eraser
- Calculator
- Stationery should include paper
- Price lists
- Appointment cards
- Gift vouchers
- Message pad
- Record cards
- Petty cash box

## Confidentiality

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### Data Protection Act 1998

This legislation is in place to protect client's privacy and confidentiality. You will be required to keep records of your clients' treatments; these could be either computer or paper based. Inform the client that their records will be stored and will only be accessed by those authorised to do so. The information should be:



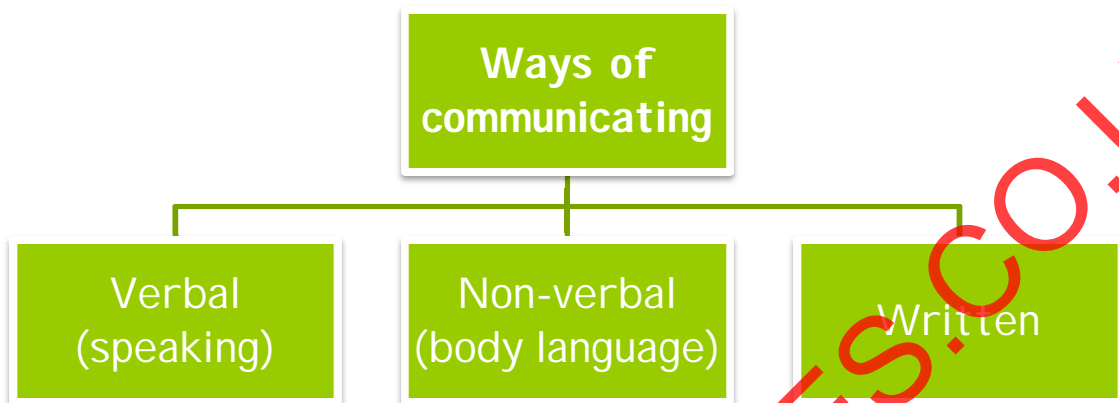
It is important that you maintain confidentiality with all records to prevent private details from being disclosed, which would make any person feel very uncomfortable. If confidentiality is broken, the person may wish to take legal action. Consequently, you may lose clients, as they do not feel that you are operating professionally.

#### Task

What procedures does the salon have in place to maintain confidentiality?

- Password for the computer
- Record cards are locked away
- Only therapists/stylist can access clients records
- Clients details are not passed on to anyone else
- Old record cards are burnt or shredded

## Different Methods Of Communication



### Verbal

This is the most frequently used method of communication and simply involves speaking. It is important that you speak:



Because this method of communication has an instant effect it is important that you think before you speak!

You will need good **questioning techniques** - this is vital to gain the information that you require to be able to deal with the enquiry.

- Open questions begin with - How? Where? When? Why? Use open questioning techniques wherever possible as this encourages the client to give much more information.
- Closed questions begin with Do? Is? If you use these types of questions, you will only get a yes or no answer, which will lead to a one sided conversation. Sometimes it is easier to use these types of questions, particularly when reception is busy.

When **answering** questions you should give the person the required information as in brief where possible. If your answers are not to the point, the client will become distracted and not take in the information. If you are asked a question that you do not know the answer to you should ask for the assistance of a colleague who may be able to help or direct to the appropriate source of information.

In addition, you will need **good listening skills** in order for you to understand what the client is saying. The client will know if you are listening closely by:

- The answers that you give
- Eye contact
- Positive head nods
- Not looking distracted
- Not interrupting or talking over the client

### **Non-verbal (body language)**

This is a method of communicating without speaking. You may not be consciously communicating with someone however; they will still be able to read your body language.

#### **Task**

Provide examples of good and bad body language.

- **Good body language** - good posture, eye contact, smiling, encouraging head nods, waving.
- **Bad body language** - frowning, crossing your arms, slouching and rolling your eyes.

### **Written**

This method of communication will generally have a longer lasting effect on people's memories. The person can digest the information at their own pace and check any points that they are unclear of. You would generally use this method of communication for official business, prices of treatments and products, advertising and information leaflets. You could also display written information on the Internet for example a website for the salon.

### **Adapting what you say to suit different situations**

Depending on the situation that you are dealing with you will need to adapt your response to consider:

- The type of words that you use
- Your tone of voice
- The manner that you use
- How you project your voice
- The speed at which you talk

**Task**

You will need to adapt what you say to deal with a variety of situations or day-to-day occurrences. Link the situation with the correct response.

1. A regular client	a) You may need to talk louder to be heard and give short responses to questions to save time. You may need use hand signals to communicate with others.
2. A younger client	b) Adapt your approach and the language that you would use. You would use words that relate to that age group.
3. A client with learning difficulties	c) You would normally lower your voice and be sympathetic.
4. A client is discussing a sensitive topic with you	d) Select your words to prevent confusion. Do not use big words and speak clearly. You may need to point or use hand signals to help.
5. You are trying to deal with a customer in a busy reception with a lot of back ground noise	e) Greet them by name and be friendlier and less formal.

List your answers here:

- 1 - e)
- 2 - b)
- 3 - d)
- 4 - c)
- 5 - a)

**Task**

Explain the signals that each assistant receptionist is giving off.

**Tiffany**

- Eager to help
- Eye contact
- Smiling
- Paying attention
- Looks well groomed and professional
- Positive image for the salon

**Betty**

- Stressed
- Flustered
- Confused
- Does not know what to do
- Disorganised



Which assistant receptionist do you think a customer would prefer to seek assistance from?

Tiffany



## Dealing With Enquiries

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Whilst working on a reception area you will need to be able to deal with different enquires which will include:

1. **Face to face**
2. **By telephone**

### Face to face

It is important to let people know, by your general manner and tone of voice, that you are pleased to see them and that you are genuinely anxious to help. Always begin with a smile and then greet the client/visitor.

Try to open your question with "Good morning how can I help you?" as opposed to "Do you have an appointment?" which automatically would make a client without an appointment feel uncomfortable. Establish the nature of the enquiry first.

If the client has an appointment follow the procedure below:

- As early as possible in the conversation, learn the persons name and use it. Confirm the visitors title - Lady, Mrs, Miss, Ms, Mr, Sir, etc.
- Check the client's appointment and mark off in the appointment book.
- Help the client with their coat.
- Ask the client to take a seat.
- If the therapist/stylist is not yet ready for the appointment, offer the client a drink and place some magazines nearby.
- Retrieve the record card if needed.
- Inform the therapist/stylist of the client's arrival.

Other types of enquiries may be dealt with by the assistant receptionist or may need referring to other member of staff.

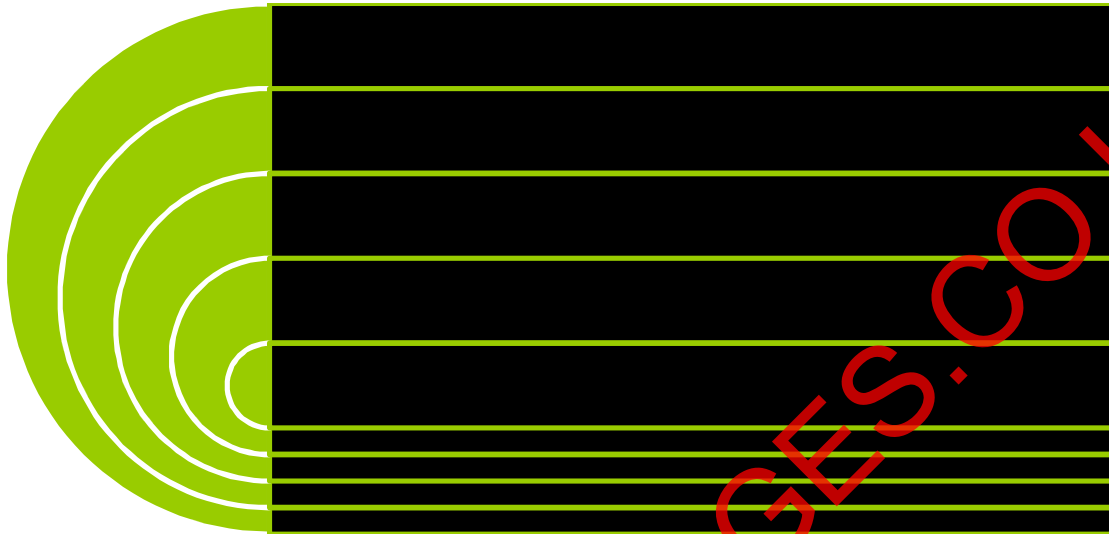
### Telephone enquiries

The telephone is an important means of communication and vital to any salon. This is the most popular way for a client to book an appointment or make an enquiry. Because the client cannot see you, it is important that your voice is used to its best effect.

- Ideally, the telephone should be answered within three rings. If this is unavoidable, apologise for the wait when you answer the telephone.
- Your voice should be clear, cheerful and have varied tones.
- Always smile when you answer the telephone as it will come through in your voice and will also look good to any clients who are waiting for your attention.
- If you are dealing with a client, excuse yourself and answer the phone, as a ringing phone is very distracting.
- Answer the phone in line with salon policy for example:  
Good morning / Good afternoon  
(Salon name)  
(Your name) speaking  
How may I help you?
- Listen carefully to what the caller is saying and identify their needs.
- When making an appointment over the telephone always repeat the details back to the client and let the client know that you are looking forward to seeing them.
- If you must leave the caller then excuse yourself first.
- If a delay is unavoidable offer to ring back and then call back as quickly as possible.
- If the caller wishes to speak to another member of staff ask who is calling.
- If a caller is to be put on hold, say that you are doing so.
- If an appointment needs cancelling, cancel the appointment from the book/computer first, then ask the client if they require another appointment and finally thank them for the call.

## Knowledge An Assistant Receptionist Must Have

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In addition to clients wishing to make appointments there will be other information requested by the general public which the assistant receptionist should be aware of;

- **Making appointments** - is one of the major roles of the assistant receptionist and a variety of information is required for this task.
- **Price lists** - a price list with large font should be displayed on the wall or in the window, so that it is clearly visible to the client. Ideally, there would also be a smaller printed version for the client to take away or for you to be able to send in the post.
- **Information on services** - incorporated within the price list there is usually a small sentence describing each service. The assistant receptionist should have a thorough knowledge of all treatments available and be able to give a brief description of each.
- **Product information** - the assistant receptionist should know what products are being sold and their price.
- **Special offers and discounts** - the assistant receptionist must have knowledge so that they can promote any special offers or discounts currently available. The assistant receptionist should always keep copies of the offers and discounts to refer to.