

Reception

NVQ level 2
beauty therapy
lecturer copy

WWW.BEAUTYPACKAGES.CO.UK
SAMPLE PAGES 2010



Reception Contents

1 Reception

Reception

Reception

Qualities of a receptionist

The receptionist is usually the first person that the client sees when they enter the salon. For this reason it is important that the person in charge of reception has a good first impression. The receptionist's appearance, their friendly and approachable nature, their ability to greet clients and their ability to deal with any enquiries that may arise are all important factors in creating a good first impression.

The reception area is extremely crucial in the design of the salon. When designing the reception area, the designer should be trying to create the following:

- Friendly
- Clean
- Spa like
- Bright
- Reception area

When designing the reception area, the designer should be trying to create the following:

- Welcoming atmosphere
- Cleanliness and hygiene
- Warm and inviting
- Professional appearance
- Friendly and approachable
- Ability to greet clients
- Ability to deal with enquiries
- Ability to deal with any enquiries that may arise
- Ability to deal with any enquiries that may arise

What is needed for a reception area?

- A reception desk
- A receptionist
- A telephone
- A computer
- A printer
- A scanner
- A fax machine
- A cash register
- A till
- A safe
- A fire extinguisher
- A first aid kit
- A sign
- A notice board
- A clock
- A mirror
- A picture
- A plant
- A vase
- A bowl
- A tray
- A basket
- A bag
- A box
- A canister
- A jar
- A bottle
- A container
- A receptacle
- A holder
- A stand
- A base
- A support
- A pedestal
- A plinth
- A socle
- A pedestal
- A plinth
- A socle

2 Data Protection Act 1984

3 Supply of Goods & Services Act 1987

4 Different methods of communication

Task

Caption the signals that each receptionist is giving off.

Tiffany

- Smiling
- Eye contact
- Friendly
- Neatly groomed and professional
- Clean image for the salon

Betty

- Strained
- Distracted
- Confused
- Doesn't know what to do
- Disorganised

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

7 Signals that a receptionist gives off

8 Dealing with enquiries

10 Knowledge a receptionist must have

11 Salon appointment systems

13 Services & products offered within the salon

Display and retailing techniques

Display Techniques

It is commonly expected for a salon to have a professional appearance in order to complement the services that are being offered.

Remember the use of products will increase the profits of the salon.

As a receptionist you will often be asked to recommend products to clients. It is important that you have a knowledge of the products that you are recommending and that you can explain the benefits of the products to the client.

What are the benefits of displaying stock?

Displaying stock in the salon can help to increase sales and improve the client's experience. It can also help to reduce the amount of stock that is left in the warehouse.

17 Displays

18 Selling products

19 Message taking

20 Responding to customers feelings

22 Complaints procedure

25 Handling payments

26 Methods of payment

The Different Methods of Payment

Remember that salons do not always accept all methods of payment, so always check first. It is good practice to display a sign advertising the methods of payment accepted.

Cash payment

This method of payment is accepted in all salons and is the most frequently used method of payment in beauty salons. When receiving a payment by cash you should:

1. Check to make sure that the money is valid.
2. Repeat the amount received back to the customer.
3. Place the money on the till/computer ledge whilst calculating the change.
4. Count the change out to the client as you place the change in their hand.
5. Place the money in the till/computer drawer and check it is right away.
6. Give the client their receipt and thank them for their custom.

36 Safety & security

Reception

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 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 smart, neat appearance, display excellent 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 receptionists duties include:

- Dealing with enquiries in person and by phone.
- Maintaining the reception area.



- Greeting visitors.
- Scheduling appointments.
- Informing the appropriate therapist when the client has arrived.
- Assisting with retail sales.
- Operating the payment point and handling payments.

- Dealing with refunds and payment discrepancies.
- Retailing treatment vouchers.
- Promoting services and special offers.
- Taking messages for people.

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

Legislation That You Need To Have A Knowledge Of

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:

1. Adequate, relevant and not excessive for the purpose
2. Accurate
3. Kept for no longer than is necessary
4. Secure

Records that often contain personal information are:

- Client record cards
- Appraisals or reviews
- Business/financial records
- Accident reports
- Contracts of employment
- Salary details
- Disciplinary records
- Invoices

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

Note

If you are going to keep records on a computer, it is important that you have a back up of the information in case something happens to the computer. It is also advisable that all staff are required to input a password in order to access information stored on a computer, for security reasons.

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

Sale and supply of goods act 1994

This act protects the consumer against poor quality goods and services in two parts:

Part One

- Firstly, applies to goods supplied as part of a service, on hire or in part exchange.
- Secondly, goods supplied must be of merchantable quality, fit for the purpose for what it was made and as it was described.

The consumer is entitled to claim back some or all of the money from the trader if any goods do not meet the above requirements.

Part Two

- A person providing a service must do so with reasonable care and skill, within a reasonable time and for a reasonable charge. This obviously applies to beauty treatments performed by therapists.

If the consumer is not satisfied with a service, they must firstly go back to the supplier of the service and give them the opportunity to rectify the problem. Secondly, if it is not resolved, they can contact their local trading standards department.

Different Methods Of Communication

There are three main ways of communicating information with clients:

1. Verbal
2. Non-verbal
3. Written

Verbal

This is the most frequently used method of communication and simply involves speaking. It is important that you speak knowledgeably, accurately and use appropriate language whilst on reception. Project your voice well without shouting; speak slowly, clearly and politely. 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 concisely as possible. If your answers are not to the point, the client will become distracted and not take in the information offered. 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

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. Explain how you would adapt what you say and how you say it for the following examples:

1. A regular client

When dealing with a regular client you will tend to be friendlier and less formal.

2. A younger client

When dealing with a younger client you adapt your approach and the language that you would use as opposed to how you would speak to an elderly client. You would use words that relate to that age group.

3. A client with learning difficulties

If a client has learning difficulties you would carefully 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.

4. A client is discussing a sensitive topic with you

If a client is discussing a sensitive matter, you would normally lower your voice and be sympathetic.

5. Reception is busy and there is a lot of back ground noise

If the salon is very busy, 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.

Task

Explain the signals that each 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 receptionist do you think a customer would prefer to seek assistance from?

Tiffany

Dealing With Enquiries

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

In person

By telephone

Electronically

In person

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 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.

Electronically

E-mail is a popular method of communication, which more and more salons are using as part of their communication system. You should access your e-mails at frequent intervals throughout the day and respond promptly. When responding you should ensure that you answer all queries as clearly and concisely as possible.

Some salons will have a fax machine and this is often used to send confirmation of orders to suppliers, however would not be used for dealing with enquiries.

Knowledge A Receptionist Must Have

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

- **Appointment scheduling** - is one of the major roles of the 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. The salon may also have a copy of their price list on their website.
- **Information on services** - incorporated within the price list there is usually a small sentence describing each service. The receptionist should have a thorough knowledge of all treatments available and be able to give a brief description of each.
- **Product information** - the receptionist should have a good understanding knowledge of all products being sold and be competent at recommending products to customers. This is necessary as there is a high percentage to be made on sales and it is not always convenient to interrupt therapists during their treatments.
- **Information on opening hours and days each therapist works** - this is essential for an effective appointment system so that no mistakes are made.
- **Persons seeking employment** - should be dealt with in a professional manner and referred to the appropriate person, usually the salon manager.
- **Official calls/business offers** - will need dealing with in a professional manner and would generally be passed onto the salon manager/owner.

- **Special offers and discounts** – the receptionist must have knowledge so that they can promote any special offers or discounts currently available. They need to be aware of the terms and conditions of the special offer. The receptionist should always keep copies of the offers and discounts to refer to. Examples of special offers are:
 - discounted treatments
 - packages of treatments
 - free product gifts with certain treatments
 - by one get one free
 - receiving a complimentary treatment when a certain treatment is booked
 - reduced rates for students on certain dates

Coupons or vouchers will usually need to be produced by the client in order for them to be able to claim the offer, although this is not always the case.

Salon Appointment System

The correct entry of an appointment into the book or computer is essential. It is very important that the receptionist has a thorough understanding of the salons appointment system as any time wasted in-between appointments or double bookings can be very costly.

In order to be able to competently book appointments the receptionist need to have knowledge of:

- The days each member of staff works.
- The hours each member of staff works.
- If any member of staff cannot perform a particular treatment.
- Any abbreviations used in the appointment book.
- The timings for each treatment.

Task

What could happen if the receptionist did not know this information?

- Appointments would be incorrect
- Clients would be disappointed when they did not get their regular stylist/therapist
- Double bookings would be made
- Treatment timings would be incorrect, therefore the client may not be able to receive the desired treatment
- It could result in the therapist running late for other appointments
- Other members of staff would be placed under stress to try and meet unreasonable timings

Information required from a client when scheduling an appointment
--

When a client contacts the salon to make an appointment, you must obtain the following information:

- Client's name
- Treatment required
- Client's price range
- Member of staff who the client would like to carry out the treatment
- Preferred day or date
- Most convenient time
- Client's day time contact number

When booking the appointment

When booking appointments follow the procedure outlined below:

- Allow the client to tell you exactly what is wanted.
- Repeat this information to the client to check you have heard correctly.
- Book the appointment using a pencil if using an appointment book, and note this down on an appointment card for the client.
- If the requested time is not available, offer the nearest alternative.
- If the client requests a particular therapist at a particular time and the appointment is not available, offer the client the first available appointment or alternatively the requested time with another therapist.
- If an appointment has already been made and the client wishes to change it, rub out or delete the original appointment first and then enter the new appointment into the book/computer and onto the client's appointment card. It is important that you erase/delete the existing appointment so that a new appointment can be booked into the vacant space.

Services And Products Offered Within The Salon

You should be able to provide clients with information about all the services that are offered within the salon. Even if it is not your area of expertise, you should be able to list all the services/products offered and be able to give a brief description of each. This is important, as it gives a professional image if you are able to answer most queries. If you are unsure of the information that a client requires you should seek the advice of a colleague or supervisor rather than guess at the answer, as you could be supplying misleading information.

It is very beneficial for a receptionist to be able to retail, as more often than not, the receptionist will receive some form of bonus such as: commission on sales, a cash bonus or product incentive for selling a certain amount of products. In order to be able to retail you need to have a certain amount of knowledge about a product.

Task

In the tables on the following pages list the different treatments offered in the salon, followed by a brief explanation, cost and commercially acceptable timing for each treatment. The timing should also include consultation so that the client will know how long the full appointment will take.

Treatment	What it is	Price	Timing

Treatment	What it is	Price	Timing

WWW.BEAUTYPACKAGES.CO.UK
SAMPLE PAGES 2010

Display and retailing techniques

Display Techniques

It is commonly expected for a salon to stock a professional range of products in order to complement the treatments that are being offered.

In order to make maximum impact on your product sales you need to be effective at displaying your stock in a professional manner. There are 3 main types of display techniques for products.

Visual displays are used to attractively and creatively display stock. These displays are designed to attract the



attention of the clients, however are usually behind glass or inaccessible as they are not intended to be disturbed. Dummy products alongside certain 'props' are often used in these type of displays.

Stock displays are the products that are to be sold. These should be attractive but also very accessible to the client. The client should feel able to walk over and pick up an item from the display without feeling uncomfort-

able. This type of display is best in rows as it shows continuity and is easier for the client to find the required product.

Tester Stand is a specially designed stand that holds a selection of products that the client can test before purchasing. This is particularly useful when retailing skin/body care products and make-up.

Remember the sale of products will greatly increase the profits of the salon!

As a receptionist you will often be the first point of contact for a client wanting to purchase products. If you can competently recommend products and have a knowledge of what they do and how to use them the client will be happy to buy them from you.

This will mean extra commission and bonuses for you!

What are the benefits of displaying stock?

The benefits of displaying stock within the salon are to promote the sale of your products and services. A display area should be set aside in a visual area such as the window, which would promote sales to

passing customers. A reception area is an ideal place to display products as it often entices the clients to purchase products whilst waiting for a service. You should also have a display area within

the treatment room as it will give the client something visual to look at which often encourages the client to ask questions. This can give you an easy link into recommending products to a client.