

# 1XXXXX Assist with sales and promotional activities for skincare, makeup and other cosmetics.

<b>Kaupae   Level</b>	3
<b>Whiwhinga   Credit</b>	10
<b>Whāinga   Purpose</b>	<p>This skill standard is for people who want to learn basic skills and techniques for promoting, marketing, and selling skincare, makeup and other cosmetics products.</p> <p>It is intended for those employed or intending to be employed as assistant makeup technicians or retail assistants in salons and/or other businesses where skincare, makeup, and other cosmetics products are applied, marketed, and sold.</p> <p>It can be used in programmes leading to the New Zealand Certificate in Skin Care and Cosmetics (Level 3) [Ref: 3442].</p>

## Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
1. Apply relevant techniques that assist product sales	a. Apply techniques such as upselling, cross selling to increase average transaction value and maximise sales opportunities
	b. Communicate effectively to highlight product benefits
2. Contribute to visual merchandising for skin care makeup and/or other cosmetic products	a. Create visually appealing product displays and promotional signage to attract customers' attention and stimulate interest in featured products.
	b. Maintain product displays, so that they are organised and aesthetically pleasing in appearance, to facilitate easy browsing and product discovery.
	c. Prepare promotional content for release on social media and other online platforms
3. Assist promotional activities for makeup and skin care	a. Participate in promotional events to promote skincare, makeup, and cosmetic products.
	b. Develop interactive experiences, which showcase product usage and effectiveness, to drive interest and generate sales.

## Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

### Assessment specifications:

The assessment must take place in a realistic practical setting like a workplace or other simulated setting.

### Ihirangi waitohu | Indicative content

- Sales techniques and procedures, including verbal interactions, procedures for completing sales, and point of sale materials and aids relating to services and retailing.
- Methods of increasing sale per transactions, including upselling and companion selling.
- Understanding products and service sales, and meeting business targets in the context of make-up and skincare businesses.
- Applying loyalty schemes, reward schemes and gift vouchers
- Approaches and methods for creating safe and attractive product displays within agreed timeframes in appropriate retail settings.
- General principles for stock management, including organisation, handling, storage, and monitoring levels and quality.
- Functions of different social media and online platforms and how these can be safely and ethically utilised for product promotion.
- Organisational policies and procedures for online communications.
- understanding a marketing plan and calendar of events for promotional events, and merchandising opportunities and activities, for example, Mother's Day and Valentine's Day product demonstrations, beauty workshops, or makeover sessions.
- Methods and techniques for organising and conducting promotional events including:
  - Promoting/advertising the event (including by email, social media, or other online communications).
  - Particulars for the event including management of stock, product demonstrations, and interaction with attendees.
  - Adhering to requirements for selected cosmetics brands.

### Rauemi | Resources

- [Rules of the New Zealand Association of Registered Beauty Professionals Incorporated](#)
- [Code of Ethics for Members of the New Zealand Association of Registered Beauty Professionals Inc.](#)
- [Health, Hygiene and Safety Standards for Registered Beauty Professionals](#)
- [Health and Safety at Work Act \(2015\)](#)
- [Privacy Act 2020](#)

### Pārongo Whakaū Kounga | Quality assurance information

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Toi Mai Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Service Sector > Beauty Services > Beauty Therapy
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga  </b> CMR	0099

<b>Hātepe   Process</b>	<b>Putanga   Version</b>	<b>Rā whakaputa   Review Date</b>	<b>Rā whakamutunga mō te aromatawai   Last date for assessment</b>
<b>Rēhitatanga   Registration</b>	<type here>	[dd mm yyyy]	[dd mm yyyy]
<b>Arotakenga   Review</b>	<type here>	[dd mm yyyy]	[dd mm yyyy]
<b>Kōrero whakakapinga   Replacement information</b>	<type here>		
<b>Rā arotake   Planned review date</b>	[dd mm yyyy]		

Please contact <SSB> at <email address> to suggest changes to the content of this skill standard.

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