

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Effective Client Communication & Front Desk Skills

Workshop Level



LAPT — London Academy of Professional Training

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Reference BE-SSM-W • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

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

CURRICULUM

1

Client Needs Assessment

3 chapters · 12 classes

65 marks

• 1 Understanding Client Needs in Salon & Spa Settings — 4 classes

› 1.1 Identifying Common Client Needs in Salons & Spas

› 1.2 Exploring Effective Listening Techniques to Understand Clients

› 1.3 Using Open-Ended Questions to Uncover Client Preferences

› 1.4 Applying Assessment Techniques to Tailor Client Services

• 2 Techniques for Conducting Client Assessments — 4 classes

› 2.1 Introduction to Client Needs Assessment

› 2.2 Identifying Core Client Needs Through Effective Questioning

› 2.3 Techniques for Analyzing Client Feedback

› 2.4 Applying Assessment Insights to Enhance Client Engagement

• 3 Personalizing Service Recommendations Based on Client Needs — 4 classes

› 3.1 Understanding Individual Client Needs

› 3.2 Identifying Key Service Features and Benefits

› 3.3 Matching Client Needs with Service Offerings

› 3.4 Practicing Personalized Service Recommendations

2

Conflict Resolution Techniques

3 chapters · 12 classes

65 marks

• 1 Understanding Common Conflict Triggers in Salon Environments — 4 classes

› 1.1 Identifying Common Conflict Triggers in Salons

› 1.2 Analyzing Client Communication Breakdowns

› 1.3 Addressing Staff-Client Relationship Strains

› 1.4 Implementing Preventive Strategies for Conflict Avoidance

• 2 Developing Personal Communication Strategies for Conflict Resolution — 4 classes

› 2.1 Identifying Personal Communication Styles in Conflict

› 2.2 Understanding Emotional Triggers and Responses

› 2.3 Practicing Active Listening Techniques

› 2.4 Applying Assertiveness in Conflict Situations

• 3 Implementing Conflict Resolution Frameworks Within Teams — 4 classes

› 3.1 Understanding Conflict Dynamics in Teams

› 3.2 Identifying Conflict Triggers and Root Causes

› 3.3 Applying Conflict Resolution Frameworks in Practice

› 3.4 Evaluating Team Outcomes with Conflict Resolution Techniques

3

Customer Service Excellence

3 chapters · 12 classes

65 marks

• 1 Understanding Client Needs: Building Rapport and Professional Relationships — 4 classes

- › 1.1 Exploring Client Needs Through Effective Listening
- › 1.2 Establishing Connection: Techniques for Building Rapport
- › 1.3 Communicating with Clarity and Empathy
- › 1.4 Strengthening Professional Relationships for Long-term Success

• 2 Effective Communication Techniques: Handling Enquiries and Complaints — 4 classes

- › 2.1 Understanding Client Needs: The Foundation of Effective Communication
- › 2.2 Mastering Active Listening: Techniques for Engaging with Clients
- › 2.3 Handling Client Enquiries: Strategies for Clear and Professional Responses
- › 2.4 Managing Complaints: Turning Challenges into Opportunities

• 3 Front Desk Management: Enhancing Client Experience through Service Excellence — 4 classes

- › 3.1 Understanding the Role: Front Desk as the Customer's First Impression
- › 3.2 Developing Active Listening Skills for Effective Client Interaction
- › 3.3 Mastering Articulate Communication: From Greeting to Goodbye
- › 3.4 Handling Difficult Situations: Strategies for Problem Resolution

4

Front Desk Operations

3 chapters · 12 classes

45 marks

• 1 Understanding Front Desk Operations in Salons and Spas — 4 classes

- › 1.1 Exploring the Role and Responsibilities at the Front Desk
- › 1.2 Mastering Effective Communication Techniques with Clients
- › 1.3 Managing Client Appointments and Daily Schedules Efficiently
- › 1.4 Handling Client Concerns and Providing Exceptional Service

• 2 Mastering Client Interaction and Communication Skills — 4 classes

- › 2.1 Engaging Clients: Building Rapport from the First Interaction
- › 2.2 Active Listening Techniques for Effective Communication
- › 2.3 Managing Client Inquiries: Delivering Clear and Consistent Information
- › 2.4 Navigating Challenging Conversations with Professionalism

• 3 Advanced Front Desk Management Techniques — 4 classes

- › 3.1 Enhancing First Impressions: Greeting Techniques and Body Language
- › 3.2 Managing Complex Scenarios: Effective Problem-Solving at the Front Desk
- › 3.3 Personalizing Client Interactions: Tailoring Communication to Client Needs
- › 3.4 Streamlining Workflow: Implementing Time Management and Organizational Strategies

5

Impact of Communication on Business

3 chapters · 12 classes

115 marks

• 1 Chapter 1 — Foundations of Effective Communication in the Salon & Spa Industry — 4 classes

- › 1.1 Understanding the Role of Communication in Salon & Spa Settings
- › 1.2 Identifying Barriers to Effective Communication with Clients
- › 1.3 Developing Active Listening Skills for Client Engagement
- › 1.4 Applying Verbal and Non-verbal Techniques to Enhance Client Interactions

• 2 Chapter 2 — Mastering Client Interactions for Optimal Service Delivery — 4 classes

- › 2.1 Understanding Client Needs: Building Rapport and Trust
- › 2.2 Active Listening Techniques: Enhancing Client Interaction
- › 2.3 Effective Questioning: Gathering Essential Information
- › 2.4 Handling Difficult Conversations: Maintaining Professionalism

• 3 Chapter 3 — Enhancing Business Impact through Strategic Front Desk Communication — 4 classes

- › 3.1 Understanding the Role of Front Desk Communication in Business Success
- › 3.2 Identifying Key Elements of Effective Client Interaction at the Front Desk
- › 3.3 Implementing Strategic Techniques for Positive Client Engagement
- › 3.4 Analyzing Case Studies of Front Desk Communication Impact on Business Outcomes

• 1 Chapter 1 — Understanding the Client Journey — 4 classes

- › 1.1 Explore the Components of the Client Journey
- › 1.2 Identify Key Stages in Client Interaction
- › 1.3 Analyze Client Needs and Expectations
- › 1.4 Apply Effective Communication Techniques

• 2 Chapter 2 — Mastering Verbal and Non-Verbal Communication —

4 classes

- › 2.1 Understanding Verbal Communication: Techniques for Effective Conversations
- › 2.2 Exploring Non-Verbal Cues: Enhancing Communication with Body Language
- › 2.3 Integrating Verbal and Non-Verbal Skills: Achieving Client Communication Harmony
- › 2.4 Applying Communication Skills: Role-Playing Scenarios for Real-World Practice

• 3 Chapter 3 — Managing Challenging Situations and Client Expectations — 4 classes

- › 3.1 Understanding Client Concerns and Expectations
- › 3.2 Techniques for Diffusing Tense Interactions
- › 3.3 Strategies for Re-aligning Client Expectations
- › 3.4 Applying Conflict Resolution Skills in Practice