



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Hair Care Product Sales and Retail Advice

Services / Wholesale and Retail

Unit Standard 258178 · NQF Level 3 · 3 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the specialized knowledge and skills required to advise customers on hair care products in a retail environment. Learners will gain the ability to assess customer needs, recommend appropriate products, and promote sales while ensuring customer satisfaction. The course focuses on practical retail advice and product knowledge essential for success in the hair care industry.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258178
Accreditation	SAQA Accredited · NQF Level 3 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply knowledge of hair types, conditions, and product ingredients to recommend suitable hair care products.
- Demonstrate effective communication and sales techniques when advising customers on hair care products.
- Analyze customer needs and preferences to provide personalized product advice and promote upselling.
- Implement product knowledge to address common hair care concerns and answer customer inquiries confidently.
- Evaluate product features and benefits to match customer requirements and enhance retail sales.
- Demonstrate ethical and professional conduct in advising and promoting hair care products.

WHO SHOULD ATTEND

- This course is designed for retail sales assistants, beauty consultants, and anyone working in a retail environment where hair care products are sold.
- It is also suitable for individuals seeking to enter the hair care retail sector or enhance their product advisory skills.

COURSE OUTLINE

Day 1: Foundations of Hair Care Product Sales and Retail Advice

- Overview of the hair care industry and retail environment
- Hair anatomy, types, and common conditions
- Product categories: shampoos, conditioners, treatments, and styling products
- Ingredient awareness: active ingredients, allergens, and product claims
- Consultative selling: questioning, listening, and recommendation skills
- Handling objections and upselling ethically
- Legislation: Consumer Protection Act, labeling requirements, and health regulations
- Building customer loyalty and repeat business

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **3 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	18 Aug 2026	On-Campus	Shenzhen, China

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 258178) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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