

Annex 5. JOINT AWC ASSESSMENT CRITERIA

Module 1 Client communication, scheduling, reservation

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
Learning outcome 1 Is able to communicate amicably and properly with clients and co-workers in state language and at least one foreign language	Demonstrates his/her ability to effectively interact with clients and co-workers in the multicultural environment	Under the guidance uses appropriate vocabulary, terminology and the way of expression in verbal and written communication with clients and the staff members in the mother/state language and a foreign language (B1)	Ensures smooth professional verbal and written communication with clients and the staff members in the mother/state language and a foreign language (B2)	Fluently and spontaneously interacts in verbal and written communication with clients and the staff members in the mother/state language and foreign language (B2) and motivates others to do so
	Demonstrates effective written and oral communication in the state language, interviewing clients and collecting client feedback and writing reports	Under the guidance approaches client verbally or in writing; and using standardized documents and forms to obtain feedback and information for writing a report	Ensures smooth professional verbal and written communication in the mother/official language with clients in order to receive feedback and use it as input for the report	Proactively communicates with client in the mother/state language in order to receive feedback, analyses the information in the report and develops conclusions and recommendations
	Demonstrates written and oral communication in at least one foreign language collecting client feedback and writing reports	Under the guidance approaches client in a foreign language (B1); verbally or in writing; and using standardized documents and forms to obtain feedback and information for writing a report	Ensures smooth professional verbal and written communication with clients in a foreign language (B2) in order to receive feedback and use it as input for the report	Proactively communicates with client in a foreign language in order to receive feedback, analyses the information in the report and develops conclusions and recommendations
	Demonstrates effective interview techniques in order	Under supervision collects information from a client in	Based on the interview evaluates the	Independently leads an interview with a client and uses the

Learning outcome 2 Is able to determine clients' needs and match them with wellness products and services	to determine client's needs and match them with wellness product and services	order to make a selection of appropriate products and services in the wellness centre	client's needs in order to prepare a personalized offer for a client	information obtained to help the client make a well-informed decision on a selected product or service
	Is able to develop a client's understanding of the basic wellness principles, wellness procedures and methods as well as and their effect on the human body	With support explains the procedures, techniques and technologies used in the wellness centre and their effects on human body	Independently supports the client by providing professional information about the wellness principles, procedures and benefits	Proactively proposes creative ways of promoting the wellness concept, its benefits and methods and techniques used to the client
Learning outcome 3 Is able to solve problems and conflict situations	Demonstrates ways how to resolve conflict situation in constructive and peaceful manner with clients and in the team	With support he/she identifies the conflict situations and proposes amendments, updates or changes to resolve them (depending on the situation)	Independently analyses the conflict situation, its sources and applies solutions to correct or remove them	Based on the critical analysis of the conflict he/she proposes solutions which prevent its occurrence
	Demonstrates her/his ability to solve problems, offering effective solutions depending on work situation	With support he/she identifies the problem situations and proposes amendments, updates or changes to resolve them (depending on the situation)	Independently analyses the problem situations, their sources and applies solutions to correct or remove them	Based on the critical analysis of a problem situations he/she proposes solutions which prevent their occurrence
	Demonstrates knowledge of the principles of professional ethics	Follows the main personal and corporate standards of behavior in the wellness centre	Executes the working tasks in line with internal rules and professional standards in order to prevent conflict situations with clients	Ensures observing the corporate and professional standards and proposes measures for improvement in his/her work and work of the team
Scheduling Learning outcome 4 Is able to plan schedules	Is able to create a schedule for employees and clients of wellness centre taking into account effective use of time	Under the guidance develops a time plan of the wellness centre clients and procedures	Independently ensures effective time-planning of the wellness centre operation	Ensures smooth and effective operation of the wellness centre (in terms of scheduling clients, staff, procedures, planning resources and other elements) and proposes changes or improvements

	Is able to process, store and organize data, such as personal data, financial information and clients' records, respecting the principles of confidentiality	Follows the internal procedures and rules relating to data protection (GDPR)	Ensures compliance of own work procedures relating to data protection (GDPR) with the legislation and corporate rules	Proposes measures to ensure compliance with data protection legislation (GDPR) by all staff members
Reservation Learning outcome 5 Is able to make a reservation of the client	Demonstrates ability to handle reservations, cancelations and payments of clients	Needs supervision in handling reservations, cancelations of services and payments of clients	Independently administers reservations, cancelations of services and payments of clients complying with the corporate and legislative requirements	Executes reservations, cancelations of services and payments of clients complying with the corporate and legislative requirements in his own work and the team of the wellness centre
	Demonstrates professional customer service skills as the first point of contact of the wellness centre	Follows standardized operations for the first contact with the clients of the wellness centre relating to making reservations and providing initial information	Sustains professional approach, good quality and accuracy of information offered to the client when handling a reservation	Initiates and develops improvements of the approach to the client, quality and accuracy of information offered to the client when handling a reservation or during the first contact
	Is able to calculate the total price of the services according to the reservation such as fixed and variable costs, value added tax and any campaign pricing	Under supervision prepares calculations of reservations made by clients and based on the corporate pricing policy	Independently elaborates calculations for the reservations taking into account existing legislation and corporate internal rules a processes	Ensures accuracy and transparency of calculations for clients' reservations in the wellness centre

Module 2

"Development of individual SPA treatment program for client"

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
<u>Learning outcome 1</u> Is able to present prepared individual SPA treatment program. Knows: main principles of individual SPA treatment program development SPA treatments/procedures (basic level), indications and contraindications of different SPA treatments, effects of products that are used at the SPA (beginners' level), principles of a healthy lifestyle. Is able to (skills): to inform and consult the client about indications and contraindications of different SPA treatments, to advice, on the basis of a formalized individual interview, on the best choice of wellness service and individual wellness program, to inform and consult the client about the sequence of SPA procedures and their compatibility with other procedures. Competence: independently helping customer to choose and develop individual Spa	Demonstrates his/her ability to advise clients for the best choice of wellness services.	Gives customer general information about possible SPA treatment procedures in Wellness centre and advises the effects and function of them, but needs guidance from time to time.	In a customer-oriented manner gives a customer well-structured information about all possible SPA treatment procedures in Wellness centre and advises the function and effects of them.	Independently in a customer-oriented and innovative manner gives the customer full and well-structured information about all possible SPA treatment procedures in Wellness centre and advises the function and effects of them.
	Demonstrates his/her ability to advise on the effects and functions of wellness services.	Names general indications and contraindications of SPA procedures.	Interprets indications and contraindications of SPA procedures, giving some examples.	Determinates indications and contraindications of SPA procedures based on a lot of examples.
	Demonstrates knowledge of indications and contraindications of SPA procedures.	Under supervision discussing with the customer, prepares individual wellness program in keeping with the customer's wishes and taking into account the customer's state of health, indications and contraindications of SPA procedures.	Discussing with the customer, based on the main principles of individual SPA treatment program development prepares individual wellness program in keeping with the customer's wishes, taking into account the customer's state of health, indications and contraindications of all SPA procedures.	Independently discussing with the customer, based on the main principles of individual SPA treatment program development prepares individual wellness program in keeping with the customer's wishes, taking into account the customer's state of health, indications and contraindications of all SPA procedures.
	Demonstrates his/her ability professionally to prepare and present individual wellness program.			

treatment program taking into consideration indications and contraindications of different SPA treatments, ability to inform and consult the client about the sequence of SPA procedures and their compatibility with other procedures.	Demonstrates his/her ability to inform and consult the client about the sequence of procedures and their compatibility with other procedures.	Informs the customer about the sequence of procedures and in general explains their compatibility with other procedures to maintain a condition of well-being but needs guidance from time to time.	Determines and explains the sequence of procedures and gives a customer well-structured information about their compatibility with other procedures to maintain a condition of well-being.	Independently determines and explains the sequence of procedures and gives a customer well-structured and full information about their compatibility with other procedures to maintain a condition of well-being.
	Is able to advise clients about how to maintain a condition of well-being.			
<u>Learning outcome 2</u> Is able to choose SPA procedures in cooperation with a client. Knows: knowledge about SPA massages and body care SPA procedures for ensuring the client's well-being, basic knowledge of structure of the human body morphology and physiology of organs and their systems. Is able to (skills): visually assess the client's skin condition, to choose and offer a client's individual SPA procedure. Competence: ability to distinguish SPA procedures for provision of general well-being from procedures of therapeutic nature, ability to visually determine the client's constitutional type and muscle tone, ability to choose SPA procedures in cooperation with a client, ability to inform and consult the client about the sequence of SPA	Demonstrates the ability to visually determine the client's skin condition to recommend an appropriate procedure.	With guidance visually determines the condition of the customer's skin to recommend an appropriate procedure.	Visually determines the condition of the customer's skin to recommend an appropriate procedure or guides the customer to a specialist if needed.	Independently visually determines the condition of the customer's skin to recommend an appropriate procedure or guides the customer to a specialist if needed.
	Demonstrates the ability to determine the order of the SPA procedure according to the needs of the client.			

procedures and their compatibility with other procedures, ability to establish cooperation with the client.				
<p>Learning outcome 3 Is able to work with Wellness centre documents.</p> <p>Knows: basic principles of effective documentation in Wellness centre, specialized software for customers' data base, principles of customers' data base development, protection of consumer rights, basic principles of business etiquette and professional and general ethics, basics of statistics and methods of research work.</p> <p>Is able to (skills): document the results of a client survey, use a computer for information search, storage and processing, perform risk assessment and documentation of SPA procedures, observe confidentiality, use specialized software, selecting the most suitable ones among existing ICT tools or using software that is provided.</p> <p>Competence: documenting and analysing the results of a client survey, independently developing customers' data base, using specialized software.</p>	<p>Demonstrates the ability to maintain customers' database of Wellness centre providing confidentiality.</p>	Obtains information on appropriate digital services and applications with some guidance.	Following instructions, obtains information on appropriate digital services and applications.	Independently obtains information on appropriate digital services and applications, using them effortlessly and diversely in their work tasks.
		Maintains customers' database, requiring guidance from time to time.	Maintains customers' database.	Independently and systematically maintains customers' database.
	<p>Demonstrates skills of working with specialized software for customers' data base.</p>	Complies with instructions related to data security and data protection.	Complies with instructions related to data security and data protection.	Systematically follows instructions related to data security and data protection.
		Under guidance, ensures that electronic reservation systems and specialized software for customers' data base are ready to use for customer service situations.	Following instructions, ensures that electronic reservation systems and specialized software for customers' data base are ready to use for customer service situations.	Independently and systematically ensures that electronic reservation systems and specialized software for customers' data base are ready to use for customer service situations.
	<p>Demonstrates preparation of a client survey and ability to interpret the results.</p>	Under guidance, obtains key information related to reservation activities.	Following instructions, obtains key information related to reservation activities.	Independently obtains key information related to reservation activities.
		Participates in surveying the actions of the customer group in service situations.	Surveys the actions and needs of the customer group in service situations.	Surveys the actions, needs and expectations of the customer group in service situations.
		Makes observations or obtains	Makes observations and	Makes observations and obtains diverse

		information on customer experiences with guidance.	obtains information on customer experiences.	information on customer experiences.
<p>Learning outcome 4 Is able to give recommendations about healthy lifestyle.</p> <p>Knows: basics of healthy nutrition, role of nutrition in the regulation of life processes (basic nutrients, ballast substances, vitamins, SPA nutrition, SPA beverages, nutrition-linked diseases and disorders,) principles of healthy lifestyle (nutrition, physical activity, diets, sports).</p> <p>Is able to (skills): inform the client about healthy combination of SPA procedures, eating and physical activities, identify the role of different specialists in a healthy lifestyle (dietician, nutrition specialist, fitness trainer, physiotherapist, doctor, etc.).</p> <p>Competence: complying with regulations governing health care activities, suggesting to visit the appropriate specialists to keep healthy lifestyle.</p>	<p>Demonstrates the ability to inform a client about nutrition importance connected with SPA procedures.</p>	In general, describes nutrition importance connected with SPA procedures.	Describes and explains nutrition importance connected with SPA procedures using the key concepts of Spa procedures and healthy diet.	Explains nutrition importance connected with SPA procedures using the key concepts of Spa procedures and healthy diet illustrated with examples.
	<p>Demonstrates knowledge about basic principles of SPA nutrition.</p>	Identifies basic principles of SPA nutrition giving recommendations about healthy lifestyle.	Applies basic principles of SPA nutrition giving recommendations about healthy lifestyle.	Adapts knowledge of basic principles of SPA nutrition giving recommendations about healthy lifestyle.
	<p>Demonstrates ability to inform a client about the role of physical activity in a healthy lifestyle.</p>	Describes the role of physical activity giving recommendations about healthy lifestyle.	Explains the role of physical activity giving recommendations about healthy lifestyle based on some examples.	Analyzes the role of physical activity giving recommendations about healthy lifestyle clearly illustrating explanation with a lot of examples.

Module 3

Organization and coordination of the Wellness Centre

Intended Learning outcomes	Demonstration indicators (Based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
Learning outcome 1 Is able to organise the activities in the Wellness Centre	Demonstrates ability to organize the activities of wellness centre	Interprets the main rules for the wellness center organization. Needs supervision in following the operational plan for the wellness centre activities	Follows independently the operational plan for the wellness centre activities	Organizes independently the execution of the operational plan for the wellness centre activities, in order to increase Wellness Centre profit. Seeks new ways for better effectiveness in the working activities
	Demonstrates in-depth knowledge of technology of work in wellness centre: services, products, processes, resources	Interprets working tasks according to the internal rules, technology and working processes. Knows all stages from the technology of work in wellness centre	Executes working tasks in a goal-oriented manner paying attention to the different customers' group and service models. Implements accurately all stages from technology of work in wellness centre	Executes working tasks with high quality. Propose measures and identifies areas for improvement of working tasks in order to achieve high customer satisfaction and to meet Wellness Centre marketing goals
	Demonstrates ability for ensuring relaxing environment in the centre	Indicate the main requirements for the normal environment in the center. Follows the basic requirements for relaxing environment in the centre	Has in-depth knowledge for relaxing environment in the wellness center. Ensures relaxing environment in the centre, based on requirements and customers feedback	Ensures relaxing environment in the centre and suggests measures to improve the requirements and internal standards for relaxing environment. Proposes innovative ideas for improvement of the relaxing environment

Learning outcome 2 Is able to coordinate the Wellness Centre team	Demonstrates ability to coordinate the work of a team in the wellness centre	Under supervision prepares weekly/ monthly working schedule. Shall be kept informed of the changes in the schedule.	Allocates the different tasks to the staff. Monitors observation of working time and implementation of the tasks	Creates efficient targets, including timeline and quality standards and supervises the staff performance. Provides timely and constructive personal and team feedback
	Demonstrates ability to create effective Wellness Centre's team synergy	Provides information for the daily tasks in the center. Knows the procedures relating to the staff organization	Communicates regularly with the team members according to the work process and goal settings. Distributes in a balanced way working tasks	Coordinates effectively team activities. Promotes two-way communication. Uses different motivational techniques depends on the individuals
	Demonstrates the ability to create a healthy and positive working atmosphere	Provides required working conditions. Reacts when is needed intervention	Ensures calm working atmosphere. Provides comfortable working conditions	Creates a healthy and positive working atmosphere. Complies with the team preferences
Learning outcome 3 Is able to organize the effective offering of wellness products and services	Demonstrates ability for professional offering of wellness products and services, which leads to purchase by the customer	Follows the basic requirements for offering the wellness products and services. Provides the requested from the customer information	Determines customer's needs and explains available wellness products, services and their benefits. Uses different tips to encourage the team for the effective offering of wellness product and services	Organises effective offering of wellness products and services. Presents and offers ongoing promotions for increasing sales results. Negotiates successfully with each type of customer. Uses all appropriate advertising channels for offering wellness products and services
	Demonstrates the ability to prepare, lead and encourage the wellness center's team for effective offering of wellness products and services	Informs the team members for wellness product's characteristics. Gives clear instructions for the offering wellness products and services	Explains benefits of every product or service for the customer. Trains the staff for sales and negotiating techniques	Leads and encourages the wellness center's team for effective offering of wellness products and services. Binds sales skills with the financial results of the center and individual goals. Coaches the staff for sales and negotiating techniques depending to

				the with the customer's individual features
Learning outcome 4 Contribution for the business goals achievement	Demonstrates the ability to define and achieve KPIs	Distinguishes responsibilities of every team member according to business goals Applies procedures for ordering and supplying of equipment and consumables	Ensures performing of responsibilities of every team member Monitors achievement of the KPIs and takes corrective actions	Develops and takes responsibility for business plan and budget for the wellness center Coordinates and executes settled Key Performance Indicators (KPIs) from the business plan. Reports and provides guidance for future development
	Demonstrates the ability to contribute to effective execution of business goals, incl. planning, budgeting and reporting	Carries out the tasks from the business plan. Interprets internal accounting and financial rules	Participate in business planning, budgeting and reporting. Monitors observance of the internal accounting and financial rules and procedures for ordering needed equipment and consumables	Provides equipment, products and consumables keeping company's financial discipline. Contribute to effective execution of business goals, incl. planning, budgeting and reporting

Module 4

Ensuring quality of the service in the Wellness Centre

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
Quality of services Learning outcome 1 Is able to ensure activities and harmonious atmosphere in Wellness Centre.	Demonstrates his/her ability to monitor the quality of his/her own work	Works in accordance with quality requirements under supervision	In accordance with set guidelines, is familiar with work-related quality requirements and works in accordance with them	Is familiar with work-related quality requirements and works in accordance with them
	Demonstrates client- oriented approach while executing professional tasks	Interprets the customer-oriented operating model in their organisation Notes the customer's arrival and serves them politely as a representative of the establishment, but occasionally requires assistance Serves all customers equally, taking cultural differences or other background characteristic into consideration	Acts in a customer-oriented manner and complies with the organisation's service concept Notes the customer's arrival and serves them politely as a representative of the establishment, in accordance with set guidelines Serves all customers equally, taking cultural differences or other background characteristic into consideration	Works in a customer-oriented manner and identify areas requiring development in customer-oriented activities, make justified development proposals to the service concept Notes the customer's arrival and serves them politely as a representative of the establishment and based on any given needs Serves all customers equally, taking cultural differences or other background characteristic into consideration

	Demonstrates the ability to conduct effective assisting in monitoring to ensure the proper functioning of the wellness center	<p>Ensures quality and availability of products for sale</p> <p>Tidies and organises customer and work facilities and sorts waste</p> <p>Requires supervision in new situations or when changes occur in the operating environment</p>	<p>Independently ensures quality and availability of products for sale</p> <p>Tidies and organises customer and work facilities and sorts waste independently</p> <p>Adapts to new situations or when changes occur in the operating environment, in accordance to set guidelines</p>	<p>Ensures quality and availability of products for sale on his/her own initiative and in a responsible manner</p> <p>Independently tidies and organises customer and work facilities when not performing other duties and thoroughly sorts waste</p> <p>When changes occur, knows how to act independently according to the given situation and, if necessary can adapt their working habits</p>
Customer satisfaction Learning outcome 2 Is able to ensure client satisfaction according to their needs and wishes.	Is able to set improvements of his/her own work based on client feedback	<p>Self-assesses the strengthes and weaknesses of their own performance.</p> <p>Takes into account the importance of a positive customer experience in their work</p>	<p>Assesses the strengthes of their own performance and opportunities to work professionally.</p> <p>Promotes a positive customer experience in their own work understands the importance of customer satisfaction in encountering customers</p>	<p>Independently assesses the strengthes of their own performance and opportunities to work professionally.</p> <p>Finds out what kind of factors affect customer satisfaction in their work, and makes justified development proposals</p>
	Is able to apply proposed ways of gathering client feedback and improving services	<p>Receives customer feedback on services or products, thanks the customer and welcomes them to return</p>	<p>Receives customer feedback on services or products, thanks the customer, welcomes them to return and forwards the feedback to</p>	<p>Actively solicits feedback on services or products, thanks the customer, welcomes them to return and forwards the feedback to their supervisors</p>

			their supervisors	
	Demonstrates the ability to conduct effective assisting in monitoring to ensure the proper functioning of the wellness center	<p>Ensures quality and availability of products for sale</p> <p>Tidies and organises customer and work facilities</p> <p>Requires supervision in new situations or when changes occur in the operating environment</p> <p>Recognizes the importance of their own work tasks as a part of the whole service concepts</p>	<p>Independently ensures quality and availability of products for sale</p> <p>Tidies and organises customer and work facilities</p> <p>Adapts to new situations or when changes occur in the operating environment, in accordance to set guidelines</p> <p>Identifies the importance of their own work tasks as part of a positive customer experience</p>	<p>Ensures quality and availability of products for sale on his/her own initiative and in a responsible manner</p> <p>Infipendently tidies and organises customer and work facilities and maintains tidiness for the duration of their shift</p> <p>When changes occur, knows how to act independently according to the given situation and, if necessary, can adapt their working habits</p> <p>Identifies the importance of their own work tasks as part of a positive customer experience</p>
Working ethics Learning outcome 3 Is able to work according to working ethics recommendation to contribute to quality of Wellness Centre.	Is able to assess strenghts of own performance	Self-assesses the strenghts and weaknesses of their own performance	Assesses the strenghts of their own performace and opportunities to work professionally	Independently assesses the strenghts of their own performace and opportunities to work professionally
	Is able to present and execute coordination procedures in extraordinary situations, such as death, theft, damage to the inventory.	With help presents and executes proposed coordination procedures in extraordinary situations, such as death, theft, damage to the inventory	Presents and executes proposed coordination procedures in extraordinary situations, such as death, theft, damage to the inventory	Discreetly and independently presents and executes proposed coordination procedures in extraordinary situations, such as death, theft, damage to the inventory

	Is able to handle confidential matters and information and safeguard client personal data and corporate data in communication and use of social media.	Complies with set confidentiality guidelines in safeguarding client personal and corporate data in communication and use of social media with occasional help	Complies with set confidentiality guidelines in safeguarding client personal and corporate data in communication and use of social media independently	Trustworthy complies with set confidentiality guidelines in safeguarding client personal and corporate data in communication and use of social media
Health and safety Learning outcome 4 Is able to follow and implement health and safety regulations for optimal operation.	Is able to follow the rules of protection of health at the workplace	<p>Observes set guidelines and does not cause danger through their action</p> <p>Knows what to do in emergency first aid situations</p>	<p>Observes set guidelines and does not cause danger through their action</p> <p>Knows what to do in emergency first aid situations</p>	<p>In a responsible manner observes set guidelines and does not cause danger through their action</p> <p>Knows what to do in emergency first aid situations²</p>
	Demonstrates the ability to observe, monitor and implement compliance with health and safety requirements and ergonomics in their work assignments	<p>Observes the in-house control plan</p> <p>Observes all safety guidelines and regulations at their establishment</p> <p>Acts in accordance with the principles of occupational safety and ergonomics in their work assignments</p>	<p>Observes the in-house control plan</p> <p>Observes all safety guidelines and regulations at their establishment</p> <p>Acts in accordance with the principles of occupational safety and ergonomics in their work assignments</p>	<p>Observes the in-house control plan</p> <p>In a responsible manner observes all safety guidelines and regulations at their establishment and reports any hazards or risks discovered</p> <p>Acts independently in accordance with the principles of occupational safety and ergonomics in their work assignments</p>

Module 5

Marketing and sales activities towards the client

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
Learning outcome 1 Is able to sell wellness products to end clients	Demonstrates effective sales presentation techniques for different types of clients and groups of clients	Needs guidance to adhere to the established sales procedures and techniques when selling products to clients	Applies sales psychology practices in dealing with various clients	Applies sales psychology practices in dealing with clients and proposes new techniques in order to increase the clients' acquisition
	Demonstrates various techniques for dealing with customer's objections and successful closing of sale	Under supervision applies usual sales procedures and uses support marketing materials	Independently adapts his/her sales tactics to the client and situation in order to close a sale	Creatively applies psychological sales tactics and motivates other staff members for better performance in sales
	Demonstrates understanding of the importance of ethical behaviour in business relationships	Proceeds according to personal and corporate ethics standards when performing sales operations to a client	Ensures adherence to ethical rules in business contact with the customer	Secures fair and balanced approach in sales activities in his own and the team's performance
Learning outcome 2 Is able to use marketing techniques and tools to support sales of wellness product to end clients	Demonstrates an ability to make a simple marketing research	Under supervision collects and processes information to identify marketing opportunities and problems	Analyses qualitative and quantitative data and information in order to identify solutions to challenges and opportunities in marketing	Analyses qualitative and quantitative data related to marketing products and services in order to provide management with reliable information on the market segment, customers, etc.
	Demonstrates ability to prepare a written or verbal offer/quote of a product using appropriate marketing techniques	Follows internal marketing and sales principles in drafting a written a verbal offer for a client	Accomplishes independently a written or oral offer tailored to the customer's needs and the situation	Ensures preparing offers which represent an additional value to the clients and differentiate the product/service from competitors

	Demonstrates knowledge of the ways of collecting feedback from clients and measures of effective clients' retention strategies	Follows the corporate ways of collecting feedback from clients and clients' retention strategies	Ensures applying appropriate ways of collecting feedback and uses the results for improving the wellness centre performance and clients' retention	Ensures applying appropriate ways of collecting feedback and uses the results for improving the overall wellness centre performance and clients' retention
Learning outcome 3 Is able to use modern ICTs in sales and marketing operations	Identifies the best strategy and tool depending on the work situation in line with the strategy of the company	With support selects an appropriate approach and digital tools for sales and marketing of the wellness products and services	Independently develops the strategy and selects effective digital tools and technologies in order to achieve successful sales	Creatively develops the marketing strategy based on ICTs taking into account profit increase of the company and customer recruitment
	Demonstrates the rules of verbal and written communication through interactive or digital means (mobile devices, digital platforms and other online channels such as sms, e-mail, online chat, social networks, etc.)	Distinguishes different requirements for communication in various environments: verbal, written, electronic, mobile	Ensures quality communication outputs in all available formats in line with the corporate marketing policy	Ensures quality communication outputs in line with the corporate marketing policy and proposes new tools, technologies and measures for sales and marketing reflecting the recent technological developments