

Business of Retail Job Task Analysis And Alignment with the New Curriculum

The table provides an overview of the areas (domains) that are included on the exam. The domains correspond to the knowledge and skills acquired by someone who has earned the Business of Retail Certification. These domains have been identified through a job task analysis and validate the skills needed for someone to succeed within that job role. The list is not an exhaustive list of the content covered in the curriculum.



DOMAIN I:
**Furthering your Customer
Service Skills**

- Task 1: Handle extreme circumstances (out-of-policy requests). **(Chapter 1)**

DOMAIN II:
**Preparation for Selling
(The Business of Selling)**

- Task 1: Support implementation and execution for selling products and/or services, such as signage, pricing, visuals, plan-o-grams, and promotions. **(Chapter 1 & 3)**
- Task 2: Serve as an expert regarding relevant company and industry strategies and policies such as exception handling, company policy, regulatory compliance, product knowledge, and company services. **(Chapter 1, 2, & 4)**

DOMAIN III:
Sales Follow-Up Plan

- Task 1: Evaluate the effectiveness of merchandising plans and takes appropriate action. **(Chapter 3 & 4)**
- Task 2: Evaluate the effectiveness of sales and promotional strategies and take appropriate action. **(Chapter 3 & 4)**

DOMAIN IV:
**Operations and Inventory
Management**

- Task 1: Maintain and track inventory levels, replenishment, and shipping and receiving. **(Chapter 2 & 3)**
- Task 2: Locate inventory for customers: search and send, buy online and pick up in stores, customer service operation, stockrooms, and off-site storage. **(Chapter 1-3)**
- Task 3: Maintain workplace safety to prevent associate and customer injuries and maintain aesthetics. **(Chapter 2)**
- Task 4: Become educated on asset protection and loss prevention strategies and procedures. **(Chapter 2 & 4)**

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