

Customer Service and Sales 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 RISE Up Customer Service and Sales 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: Learn About Company Products and/or Services

- Task 1: Seek out and participate in training opportunities to learn about products and brand services. **(Chapter 2)**
- Task 2: Remain current regarding products, services, and company standards. **(Chapter 2)**
- Task 3: Test or sample products and/or services to build recommendations for customers. **(Chapter 2, 3, & 4)**
- Task 4: Review relevant information on comparable products and/or services. **(Chapter 4)**

DOMAIN II: Develop Selling Skills to Meet Customer Needs

- Task 1: Greet and engage the customer in a personal and professional manner (begin interaction). **(Chapter 1 & 2)**
- Task 2: Assess the customer's needs through open-ended questions. **(Chapter 1-3)**
- Task 3: Listen attentively (e.g., ask probing questions, listen actively, clarify and re-affirm what the customer states). **(Chapter 1-3)**
- Task 4: Show features and benefits, expand on customer's answers and comments, and overcome any objections. **(Chapter 3)**
- Task 5: Identify the needs and characteristics of good customers within the store's market and provide customized sales approaches, community events, clientele books, etc. **(Chapter 4)**

DOMAIN III:

**Educate the Customer,
Gain Commitment, and
Close the Sale**

- Task 1: Explain levels of product or service value and benefit to customers in a way that is relevant to their needs. **(Chapter 1 & 3)**
 - Task 2: Listen and/or observe customer for verbal or non-verbal cues indicating purchase intent. **(Chapter 1 & 4)**
 - Task 3: Recommend comprehensive solutions, products, services, and related items based on customer needs. **(Chapter 3)**
 - Task 4: Identify and suggest additional products and services to the customer that complement the sale. **(Chapter 3)**
 - Task 5: Discuss specifics of the sale and educate the customer about service policies and related resources (e.g., delivery and/or installation date, financing, warranties, product protection plan). **(Chapter 3)**
 - Task 6: Confirm sale information with the customer. **(Chapter 3)**
 - Task 7: Complete sales transaction with the customer, including type of payment (e.g., cash, check, charge card, Apple Pay). **(Chapter 4)**
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DOMAIN IV:

**Furthering your Customer
Service Skills**

- Task 1: Handle multiple customers. **(Chapter 4)**
 - Task 2: Handle returns. **(Chapter 4)**
 - Task 3: Suggest alternative products/services in lieu of return. **(Chapter 4)**
 - Task 4: Know when to ask for help, support, and advice. **(Chapter 4)**
 - Task 5: Return customer to a state of satisfaction. **(Chapter 5)**
 - Task 6: Use customer feedback to improve future customer interactions. **(Chapter 4)**
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DOMAIN V:

**Preparation for Selling
(The Business of Selling)**

- Task 1: Become knowledgeable of personal and department sales goals, such as plans and comp, their implications, and how they are based on current and past performance. **(Chapter 5)**
- Task 2: Gain knowledge of key performance indicators as they affect business such as conversion, ADS, UPT, cashier transaction time, and loyalty programs. **(Chapter 5)**

CONTACT

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