

Retail Industry Fundamentals 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 Retail Industry Fundamentals Certificate. 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 the
Retail Business and
Retail Product Cycle**

- Task 1: Understand the constant changing world of retail and how products and services are delivered to customers. **(Chapter 1)**
- Task 2: Recognize the retail ecosystem and the value of the customer experience through multi-channel and omni-channel retailing. **(Chapter 1)**
- Task 3: Realize how products get from manufacturer to customer through the different distribution channels. **(Chapter 1)**
- Task 4: Understand the impact of innovation and technology on the future of retail. **(Chapter 1)**
- Task 5: Identify the steps in the retail product life cycle and roles aligned with these steps. **(Chapter 1)**



DOMAIN II:
**Develop Skills to Provide
Quality Customer Service**

- Task 1: Be an ambassador of the brand and company culture. **(Chapter 2)**
- Task 2: Have awareness of the step's customers take to purchase products or services and how quality service drives customer loyalty. **(Chapter 2)**
- Task 3: Provide quality customer service by greeting, listening, understanding, responding and delivering. **(Chapter 2)**
- Task 4: Using technology like websites, mobile apps, kiosks and self-checkout enhances the customer experience and loyalty. **(Chapter 2)**

DOMAIN III:
**Develop Selling Skills
to Meet Customer Needs**

- Task 1: Make a connection with the customer in a personal and professional manner. **(Chapter 2)**
- Task 2: Assess the customer needs through open ended questions and gathering information. **(Chapter 2)**
- Task 3: Listen attentively to confirm the customer's needs and preferences. **(Chapter 2)**
- Task 4: Personalize the service by sharing product knowledge and personal experience. **(Chapter 2)**
- Task 5: Recommend comprehensive solutions through cross selling and up selling. **(Chapter 2)**
- Task 6: Complete the sale by helping the customer overcome any final objections and process the transaction. **(Chapter 2)**

DOMAIN IV:
**Understand How the
Retail Business Works**

- Task 1: Demonstrate qualities and importance of working on a team. **(Chapter 3 & 4)**
- Task 2: Understand the coordinated processes to manage inventory operations (store inventory life cycle). **(Chapter 3)**
- Task 3: Recognize the concept of supply and demand and the importance of inventory accuracy. **(Chapter 3)**
- Task 4: Recognize how marketing contributes to customer experience through advertising, selling, promotions and visual merchandising. **(Chapter 3)**
- Task 5: Understand the role technology plays in retail operations and the customer experience. **(Chapter 2-4)**
- Task 6: Demonstrate ways to prevent loss and keep employees and customers safe. **(Chapter 3)**
- Task 7: Calculate gross and net profit and profit margins. **(Chapter 3)**

DOMAIN V:
Preparation for
Roles in Retail

- Task 1: Determine types of products and services that would be appealing in a retail career. **(Chapter 1)**
- Task 2: Determine types of positions students would like to work in and potential career paths (retail, grocery, food service, distribution, corporate). **(Chapter 3 & 4)**
- Task 3: Demonstrate professionalism through effective communication, accountability, reliability, problem solving and time management. **(Chapter 4)**
- Task 4: Develop Goals and Elevator Pitch. **(Chapter 4)**
- Task 5: Search for and apply for jobs in retail. **(Chapter 4)**
- Task 6: Research the company and prepare for a successful interview. **(Chapter 4)**

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