

RETAIL INDUSTRY FUNDAMENTALS

TABLE OF CONTENTS



Table Of Contents

Welcome to RISE Up		9
1. Welcome to Retail	1.1 What Is Retail?	11
	Objectives	11
	Retail Reimagined	
	Multichannel and Omnichannel Retailing	
	Omnichannel Retailing in Action	
	Exercise 1: Retail Channels	
	Distribution Channels	
	Product Distribution Channel Options	18
	Types of Retail Ownership	
	Exercise 2: Begin Your Retail Profile: Retail - What's in it for Me?	21
	The Ever-Changing Future of Retail	24
	Industry Spotlight: Dick's Sporting Goods	
	Exercise 3: Retailer Innovation	26
	The Economic Impact of Retail	28
	The Environmental Impact of Retail	31
	Career Spotlight: Store Leader, PetSmart	32
	Knowledge Check	34
	1.2 The Retail Product Cycle	36
	Objective	36
	Product and Service Selection	
	Selecting Products for Physical Stores	
	Selecting Products to Sell Online	39
	Determining What to Buy	
	Jobs in Product Selection	
	Product Allocation	
	Jobs in Product Allocation	
	Distribution	
	Distribution Center Areas	
	Jobs in Distribution Centers	
	Selling and Customer Service	
	On-hand Inventory	
	Shelf Life	45
	Jobs in Retail Sales and Customer Service	46
	Pricing and Markdowns	46
	Jobs in Retail Pricing	46
	Exercise 4: My Retail Profile: See Yourself There	47
	Knowledge Check	48
2. Customer Service	2.1 Customer Service Skills	50
and Sales	Objectives	50
	Your Customer Service Experiences	
	Retail Associates and Company Brand	

2. Customer Service and Sales

2.1 Customer Service Skills

The Impact of Poor Customer Service	53
Quality Customer Service Is Important	53
The Customer Loyalty Life Cycle	54
The Customer Loyalty Life Cycle Disruptions	54
Exercise 6: From Bad to Brilliant!	55
Customer Service Basics	56
The Customer Service Process	56
Exercise 7: Customer Service Scenarios	58
Retail and Technology	59
How Customers Use Retail Technology	60
Career Spotlight: Senior Lead of Customer Service, Old Navy	62
Exercise 8: Retail Technology	64
Knowledge Check	65
2.2 Sales Basics	66
Objectives	66
Making a Great Impression	67
The Selling Process	67
Making a Connection with a Customer	68
Exercise 9: The Neglected Customer	69
Exercise 10: Connecting with a Customer	70
Handling Multiple Customers	72
Assessing a Customer's Needs and Interests	73
Gathering Information	73
Question Carefully!	74
Exercise 11: Open-Ended Questions	75
Listening to Customers and Confirming Their Needs	76
Exercise 12: Active Listening	79
Personalizing Service to Meet Customer Needs	80
Sharing Product Knowledge	80
Sharing Product Reviews and Stories	81
Appealing to the Senses: Demonstrating Products	82
Offering Options and Alternatives	83
Recommending Comprehensive Solutions	84
Exercise 13: Cross-Selling	
Presenting Loyalty Programs	88
Completing a Sale	88
	89
Exercise 14: Responding to an Undecided Customer	90
Using Transition Statements	91
Explaining the Return Policy	92
Processing Transactions Exercise 15: Making Change	93
Credit and Debit Card Transactions	95
Declined Cards	96
Mobile Payments	96 97
Offering a Receipt	97
Exercise 16: Completing Sales	98
Excreise to. Completing sales	90

2. Customer Service and Sales	2.2 Sales Basics	
	Knowing Your Sales Goals	99
	Exercise 17: Determine Sales Goals	
	Knowledge Check	
3. Retail Operations	3.1 Retail Operations Basics	104
•		
	Objectives	
	What Are Retail Operations?	
	Team	
	Inventory	
	Inventory Terms	
	Inventory System Accuracy	
	Supply and Demand	
	Exercise 18: Inventory Terms	
	The Store Inventory Life Cycle	
	Store Employees' Roles in Inventory Management Exercise 19: Inventory Scenarios - What's the Impact?	
	Marketing Marketing Strategies	
	Visual Merchandising	
	Arranging Merchandise	
	Suggestive Selling through Visual Merchandising	
	Maintaining Displays Exercise 20: Visual Merchandising	
	Technology & Tools	
	Financials	
	Retail Operations Overview	
	Exercise 21: What's It Like?	
	Retail Stores	
	Sample Retail Physical Store Organization Chart	
	Retail Store Operational Overview	
	Store Retail Jobs	
	From a Job to a Career in a Retail Store	
	Supermarkets/Grocery Stores	
	Sample Supermarket Organization Chart	
	Supermarket/Grocery Operational Overview	
	Supermarket/Grocery Store Jobs Snapshot	
	From a Job to a Career in Grocery	
	Fast Food Restaurants	
	Sample Fast Food Service Organization Chart	
	Fast Food Operational Overview	
	Fast Food Restaurant Jobs Snapshot	
	From a Job to a Career in a Fast Food Restaurant	
	Distribution Centers	
	Sample Distribution Center Organization Chart	
	Distribution Center Operational Overview	
	Distribution Center Jobs SnapshotFrom a Job to a Career in a Distribution Center	
	Exercise 22: My Retail Profile: Likes and Dislikes	
	•	
	Knowledge Check	108

3. Retail Operations	3.2 Loss Prevention	170
	Objectives	170
	Profit Preservation	171
	Types of Preventable Loss	171
	External Theft: Shoplifting	
	The CRAVED Model	
	Identifying Shoplifters	
	Shoplifter Behaviors	
	Discouraging Shoplifting through Customer Service	
	Responding to Shoplifting	
	Reporting Known Inventory Loss	
	Anti-Theft Techniques	
	Exercise 23: Shoplifting	
	External Theft: Customer Fraud	
	External Theft: Common Retail Scams and Schemes	
	Internal: Employee Theft	180
	Internal: Employee Fraud	180
	Operational Errors	181
	Vendor Fraud	182
	Armed Robberies	
	Workplace Violence	
	Career Spotlight: Director of Investigations, Kohl's	
	Exercise 24: What's Happening?	
	Knowledge Check	
	3.3 Workplace Safety	190
	Objectives	190
	Exercise 25: Safety Hazards	
	Workplace Safety Policies and Processes	192
	The Occupational Safety and Health Administration (OSHA)	192
	Additional Workplace Safety Laws and Regulations	193
	Exercise 26: Match the Regulation	194
	Common Safety Problems	
	Proper Lifting Techniques	196
	Hand Washing	196
	Additional Employee Safety Concerns	197
	First Aid	197
	Exercise 27: Responding to Safety Hazards	198
	Following Emergency Procedures	199
	Exercise 28: A Safe and Secure Workplace	199
	Knowledge Check	
	3.4 Retail Operations: Understanding Profit	202
	Objective	202
	Crochet Creations	202
	Exercise 29: Calculate Gross Profit	203
	Exercise 30: Calculate Net Profit	204
	Lactorse 50. Calculate Net FIVIII	200

3. Retail Operations	3.4 Retail Operations: Understanding Profit	
	Profit Margin	207
	Exercise 31: Retail Finances: Match the Terms	
	Operating Expenses vs. Cost of Goods Sold	
	Knowledge Check	
4. Career	4.1 Being Professional	212
Fundamentals		
	Objectives	
	Presenting a Professional Look	
	Demonstrating Employability Attributes	214
	Key Behaviors	215
	Following Company Policies and Processes	216
	Being Reliable	217
	More about Effective Communication	217
	Digital Communication	218
	Exercise 32: Email Draft	219
	Holding Yourself Accountable	220
	Exercise 33: Employee Behaviors	222
	Teamwork	
	Foundational Skills	226
	Using Technology Effectively	228
	Solving Problems Effectively	
	Step 1: Define the problem	
	Step 2: Identify solutions	
	Step 3: Choose a solution	
	Step 4: Take action	
	Exercise 34: Brainstorm Solutions	
	Effective Time Management	
	Prioritizing	
	Focusing	
	Organizing Exercise 35: Prioritization	
	Developing SMART Goals	
	Exercise 36: Write SMART Goals	
	Knowledge Check	
	4.2 A Place for You in Retail	240
	Objectives	240
	RISE Up and the Retail Industry	241
	Job Goals and Expectations	
	Exploring Entry-Level Retail Jobs	
	Types of Entry-Level Retail Jobs	
	Building Your Network	
	Maintaining Your Network	
	Creating an Elevator Pitch	
	Exercise 37: Your Elevator Pitch	
	Searching for Jobs Online	
	-	

4. Career Fundamentals	4.2 A Place for You in Retail		
i diiddiiicitai3	Exercise 38: Search for Jobs Online Using Online Job Application Systems Parts of an Online Application	249	
		250	
		251	
	Using Keywords When Submitting a Job Application	252	
	Exercise 39: Find the Keywords	253	
	Succeeding in an Interview	254	
	Preparing for the Interview	254	
	Common Interview Questions Exercise 40: Asking the Right Questions On the Day of the Interview	255	
		258	
		260	
	During the Interview	261	
	Virtual Interviews		
	Following Up after the Interview	263	
	Just a Bit More Follow-Up	264	
	Using Good Judgment on Social Media	264	
	Your First Day on the Job	265	
	Being a Good Employee	265	
	Exploring a Retail Career Path	266	
		267	
		270	
	Knowledge Check	272	
	Keep Moving Ahead	274	
	Congratulations!	276	
	Appendix A - Retail Career Planner	278	
	Appendix B - Glossary	302	
	Appendix C - Answers to Knowledge Check Questions	320	