

NRF FOUNDATION RISE UP

Business of Retail Job Task Analysis

Analysis and Alignment with the Curriculum

NRF FOUNDATION RISE UP

BUSINESS OF RETAIL

CERTIFIED SPECIALIST

The NRF Foundation RISE Up Business of Retail exam includes 4 domains of knowledge and skills acquired by someone who has earned the Certification. The outline below identifies the parts of the curriculum that align with tasks needed for someone to succeed in a business of retail role. It is not exhaustive of all content covered in the curriculum.



DOMAIN I: FURTHERING YOUR CUSTOMER SERVICE SKILLS

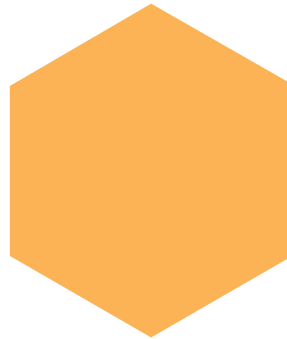
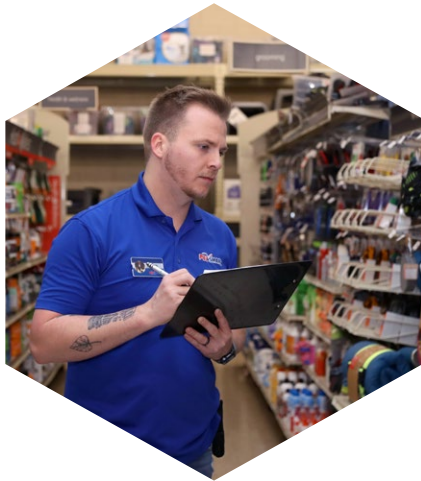
- **Task 1:** Discuss the importance of customer service and distinguish quality customer service. (Chapter 1)
- **Task 2:** Handle extreme circumstances (out-of-policy). (Chapter 1 & 2)
- **Task 3:** Understand the role of technology in retail operations and the customer experience. (Chapter 1 & 2)
- **Task 4:** Explain the functions and processes that contribute to operating a retail business. (Chapter 1, 3 & 4)

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

**DOMAIN III:
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, 2 & 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)



**Give your students the skills they
need for life-changing careers**

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