

NRF FOUNDATION RISE UP

Customer Service & Sales Job Task Analysis

Analysis and Alignment with the Curriculum

The NRF Foundation RISE Up Customer Service & Sales 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 customer service and sales role. It is not exhaustive of all 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:** Retain current knowledge of products, services, and company standards. (Chapter 2)
- **Task 3:** Test or sample products and/or services to build personal recommendations for customers. (Chapter 2, 3, & 4)
- **Task 4:** Review relevant information on comparable products and/or services. (Chapter 4)

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CUSTOMER SERVICE & SALES

CERTIFIED SPECIALIST



DOMAIN II: HANDLING PRODUCT RETURNS & CUSTOMER ISSUES

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



**DOMAIN IV:
MEETING CUSTOMER NEEDS**

- **Task 1:** Greet and engage the customer in a personal and professional manner. (Chapter 1 & 2)
- **Task 2:** Assess the customer's needs through open-ended questions. (Chapter 1, 2 & 3)
- **Task 3:** Listen attentively (e.g., ask probing questions, listen actively, clarify and re-affirm what the customer states). (Chapter 1, 2 & 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)



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