

NRF FOUNDATION RISE UP

Retail Industry Fundamentals Sales Job Task Analysis Analysis and Alignment with the Curriculum



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

DOMAIN I: LEARN ABOUT THE BASICS OF RETAIL AND THE RETAIL PRODUCT CYCLE

- **Task 1:** Understand the constant changing world of retail and how products and services are delivered to customers. (Chapter 1, 2 & 3)
- **Task 2:** Recognize the retail ecosystem and the value of the customer experience through multi-channel and omni-channel retailing. (Chapter 1 & 2)
- **Task 3:** Understand how products get from manufacturer to customer through the different distribution channels. (Chapter 1 & 3)
- **Task 4:** Understand the impact of innovation and technology on the future of retail. (Chapter 1 & 2)
- **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 an awareness of the steps customers take to purchase products or services and how quality service drives customer loyalty. (Chapter 1 & 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-checkouts to enhance the customer experience and loyalty. (Chapter 1 & 2)
- **Task 5:** Make a connection with the customer in a personal and professional manner. (Chapter 1, 2 & 3)
- **Task 6:** Assess customer needs through open-ended questions and gathering information. (Chapter 2)
- **Task 7:** Listen attentively to confirm the customer's needs and preferences. (Chapter 2)
- **Task 8:** Personalize the service by sharing product knowledge and personal experience. (Chapter 2)
- **Task 9:** Recommend comprehensive solutions through cross-selling and up selling. (Chapter 2)
- **Task 10:** Complete the sale by helping the customer overcome any final objections and process the transaction. (Chapter 2)

**DOMAIN III:
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 1, 2 & 3)
- **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 IV:
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:** Identify types of retail roles and potential career paths (retail, grocery, food service, distribution, corporate, etc.). (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)



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

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