



SALES AND SERVICE LEARNING PROGRAM

COURSE DESCRIPTION:

Customer service, Sales and literacy standards have been integrated into a comprehensive program designed to prepare participants for entry-level retail sales and customer service related positions and provide support for successful entry and advancement in service related careers. Designed as a certificate program, students will be presented with Equipped for the Future skills training and coaching to help prepare them for national certifications in Customer Service and in Sales.

This comprehensive program will build critical functional literacy skills in math, computers, verbal ability, active listening, writing, and workplace readiness. This classroom –based training will include:

- Traditional lecture-based training
- Facilitated, interactive self-assessment, development planning and portfolio building
- Facilitated computer labs
- Interactive team-work projects that provide learners with an opportunity plan and execute a project, use decision-making skills, and appreciate interpersonal attributes and diversity
- Preparation for National Certification testing
- Specialized skill development to increase retention and potential for career advancement.
- Intensive job attainment/business preparation training

Module topics include: Self-Assessment and Development Planning, Portfolio Development, Math, Computers, Computer lab, Communication, Customer Service, Building Customer Relations, and Sales Skills. A more detailed description of the curriculum on which this training based is attached as an addendum to this grant application.

CONTENT SUMMARY:

<p>Week 1</p> <ul style="list-style-type: none"> • Course overview • Learning about myself • The communication process • Beginning a portfolio • Retail Readiness Assessment <p>Week 2</p> <ul style="list-style-type: none"> • Building a strong foundation of customer service • Paying attention to positive 	<p>Infusion of 2 sets of standards:</p> <p>Equipped for the Future Adult Literacy Content Standards:</p> <ul style="list-style-type: none"> • Communication • Decision making • Interpersonal • Lifelong learning <p>Customer Service & Sales Skill Standards:</p> <ul style="list-style-type: none"> • Learns about products or
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<p>customer service</p> <ul style="list-style-type: none"> • Making shopping an enjoyable experience for everyone • Building customer relationships and completing special orders • Paying Attention to company policy <p>Week 3</p> <ul style="list-style-type: none"> • Product features • Establishing the perfect match • Positive selling techniques • Closing the sale • The effective sales associate <p>Weeks 4-6</p> <ul style="list-style-type: none"> • Work Readiness • Job Search • Internship and optional classroom activities 	<p>services</p> <ul style="list-style-type: none"> • Assesses customer needs • Educates customer • Meets customers' needs and provides ongoing support • Prepares for selling • Gains customer commitment and closes the sale • Develops and implements a sales follow-up plan <p>Optional supplemental materials:</p> <ul style="list-style-type: none"> • Retailing Smarts Series, workbooks 1-8 • Retail Readiness Assessment (RRA) • National Assessment for Professional Certification in Customer Service • National Assessment for Professional Certification in Sales
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EXPECTED OUTCOMES:

- Students will understand Customer Service and Sales techniques to successfully complete National Certification Assessments.
- Understand the importance of knowing the features of what they are selling
- Know where to look to learn about product features
- Understand why it is important to match the products to the customer
- Understand customer benefits in terms of product features
- Explain how to help customers make an informed choice
- Recognize when a customer is ready to make a purchase
- Suggest additional purchases
- Demonstrated commitment to on-going learning and career development.

PRE-REQUISITES: Math & language literacy at 6th grade level

DURATION OF TRAINING: 120-180 hours per trainee

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