

Resource

Ordering Information

Training

NRF Foundation Sales and Service Learning Program

Training program length: 4-6 weeks, 120 hours classroom training and optional 60 hour internship component

Participant audience: Adults and Youth

Content Summary:

Week 1 <ul style="list-style-type: none">• Learning about myself• The communication process• Retail Readiness Assessment	Week 3 <ul style="list-style-type: none">• Positive selling techniques• Closing the sale• The effective sales associate
Week 2 <ul style="list-style-type: none">• Building a strong foundation of customer service• Making shopping an enjoyable experience for everyone• Building customer relationships and completing special orders	Weeks 4-6 <ul style="list-style-type: none">• Work Readiness• Job Search• Internship and optional classroom activities

Optional supplemental materials:

- Retailing Smarts Series, workbooks 1-8
- Retail Readiness Assessment (RRA)
- National Assessments for Professional Certification in Customer Service and Sales

For more information, Contact:

Sarah Conrad
908-232-2635
conrads@nrf.com

NRF University *wired*- Providing Online Distance Learning for the Retail Industry

NRF Foundation has created a powerful tool that benefits organizations with online retail-specific education and training for professionals at all levels, in all retail formats. NRF University *wired* provides a robust catalog of online courses and tracking tools with dynamic reporting tied to a Learning Management System (LMS). Whether used to supplement current learning programs or serve as a complete training regimen, NRF University *wired* also offers the opportunity to assess the value of an online LMS with minimal investment. Access the most sought after courses in the area of Retail Management which focus on Human Resources, Operations, Selling and Service, Merchandising, and Financial Reporting. View the full course catalog online at www.nrfuniversitywired.com.

Online www.nrfuniversitywired.com

For more information, Contact:

Jennifer Atkins
202-626-8196
atkinsj@nrf.com

Price: Varies by course

Customer Service & Sales Skill Standards

Professionally packaged print version. Complete standards listing plus academic, employability, occupational & technical knowledge & skills, guidelines for integrating the Standards into existing or new curricula, poster, and skill standards resource listing.

Online: www.nrf.com/nrfstore

For more information, Contact:

Evelyn Rose
202-626-8130
roseee@nrf.com

Price: \$60 (NRF member price) or \$66.60 (non-member price)

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Technical Assistance

Technical assistance is available to help facilitate our Retail Skills Centers, establishing and implementing training programs, etc.

For more information, Contact:

Kathy Mance
202-626-8111
mancek@nrf.com

Price: \$15,000-\$25,000

Retailing Smarts Series—Learner Workbooks

Training guides with activities based on Retail Skill Standards.

Price: \$11.95 each (NRF member price) or \$12.95 (non-member price)

- Book 1: *Get to Know Your Customer* (Customer Service)
- Book 2: *Meet Your Customers' Needs* (Customer Service)
- Book 3: *Building a Continuing Relationship* (Customer Service)
- Book 4: *Go the Extra Mile* (Customer Service)
- Book 5: *Explaining Features and Benefits* (Selling)
- Book 6: *Building the Sale* (Selling)
- Book 7: *Closing the Sale* (Selling)
- Book 8: *Completing the Sales Transaction* (Selling)
- Book 9: *Preventing Loss* (Protecting Assets)
- Book 10: *Promoting Safety* (Protecting Assets)
- Book 11: *Stocking the Shelves* (Inventory)
- Book 12: *Keeping Up Appearances* (Maintain Department/Store)

Online: www.nrf.com/nrfstore

For more information, Contact:

Evelyn Rose

202-626-8130

rosee@nrf.com

Retailing Smarts Series—Trainer's Guides

Lesson Plans and resources that correspond with the learner workbooks (below).

Price: \$50 each (NRF member price) or \$56 (non-member price)

- Guide 1: Providing Personalized Customer Service
- Guide 2: Selling and Promoting Products

Online: www.nrf.com/nrfstore

For more information, Contact:

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Assessments

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National Professional Certifications in Customer Service and Sales

The assessments are broad-based tests built on the national standards, with input and validation from thousands of retail employees and hundreds of companies. The 75-question tests challenge individuals to identify the best course of action for real-life customer service and selling situations. The tests are web-based and must be proctored. Passing candidates receive certification and letter of recognition.

Price: \$50-\$70 each at a private NRFF site plus \$250 affiliation/set-up fee –OR– \$80 each at a CASTLE Worldwide Testing Site.

Online: www.nrf.com/industrycertification

For more information, Contact :

Angela Elder

Phone: 202-626-8182

E-mail: eldera@nrf.com

National Professional Certification in Retail Management

This industry-driven and endorsed credential help employers distinguish and recognize their existing and potential managers. The 100-question test is comprised of real-life Retail Management situations in disciplines such as Operations, Merchandising, Financial Accountability and more. The test is web-based and must be proctored.

Price: \$80-\$100 each at a private NRF site plus \$250 affiliation/set-up fee –OR– \$80 at a CASTLE Worldwide Testing Site.

Online: www.nrf.com/industrycertification

For more information, Contact:

Angela Elder

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Professional Retail Business Credential

This credential aims to foster deeper industry familiarity among business consulting and IT professionals and others working for the retail industry. The 75-question test measures knowledge and skill in seven retail disciplines such as Store Operations, Supply Chain, Retail Customers and more. The test is web-based and must be proctored.

Price: \$80-\$100 each at a private NRF site plus \$250 affiliation/set-up fee –OR– \$80 at a CASTLE Worldwide Testing Site.

Online: www.nrf.com/industrycertification

For more information, Contact:

Angela Elder

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E-mail: eldera@nrf.com

Retail Readiness Assessment (RRA)

Assesses customer service and sales attitudes and aptitudes, and guides related career counseling and instructional training. Paper & pencil or computer format.

Price: \$8-\$11 each test based on quantity. Online format set up fee \$99.00.

Online: www.nrf.com/foundation

For more information, contact :

Evelyn Rose

Phone: 202-626-8130

E-mail: rosee@nrf.com

Promoting Retail Careers & Creating Awareness

NRF Foundation Website

Information on retail careers, retail training and certification, job postings, industry research and partnerships

Online: www.nrf.com/foundation

Retail Careers Center Website

This virtual "community" connects retailers, educators, students, and others who love retail. Features include: retail careers blog, learning activities, college and employer partners, career advice and more.

Online: www.nrf.com/retailcareers

For more information, Contact:

Angela Elder

Phone: 202-626-8182

E-mail: eldera@nrf.com

College/University and Employer Partnership

Highlight your company's job opportunities, or make your college/university retail program stand out by becoming a Retail Careers Center partner. Partners can use our blog to post clips and videos of outstanding employees and students, spotlight success stories, and announce special honors and awards. It is the best advertising available!

Price: \$5,000

*O*NET*

The *Dictionary of Occupational Titles* online and much more. A comprehensive database of worker attributes and job characteristics developed by the U.S. Department of Labor.

Online: <http://online.onetcenter.org>