



Course Catalog

A program of:



Technology Partner:



**Delivering Quality Education and Training via the Internet to a
Geographically Dispersed Industry**

www.nrfuniversitywired.com

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INTRODUCTION

NRF University *wired*® – Providing eLearning

- **NRF University *wired*®** developed through a partnership between NRF Foundation (NRFF) and Cornerstone OnDemand provides an open, scalable platform for creation and dissemination of quality education and training specifically for retail professionals.
- **NRF University *wired* assists retailers by:**
 - Delivering a broad range of peer-reviewed content through a structured learning solution, to ensure only the best content, at the best price;
 - Offering consistent, comprehensive retail-specific training, based on industry-acknowledged skills and knowledge for various career paths; and
 - Linking with a Learning Management System (LMS) and dynamic reports.
- New, original content is continuously developed as retailers demonstrate need. Where possible, assessments will be provided so that students and supervisors alike can determine what competencies have been demonstrated.
- Visit www.nrfuniversitywired.com to view the site.

Who Can Participate?

- This open system invites partners in this effort to provide continuous, relevant training including:
 - ★ Retailers
 - ★ Business partners
 - ★ Content and curriculum developers
 - ★ Educators
 - ★ Others

Pricing Overview - Courseware

- Fees vary based on the specific courses. Please see the following pages for course titles, descriptions and pricing details.
- Group discounts are available based on the number of learners. The LMS delivery fees are included in the course fees.

Put Your Company's Face on NRF University *wired* for Personalized Learning Programs

- Recognizing the need or desire of many retail companies to customize and personalize their education and training programs, **NRF University *wired*** offers retailers the opportunity to assess the value of a Learning Management System (LMS) without substantial investment.
- Let **NRF University *wired*** provide your company's first LMS:
 - ★ Select only the courses you want to offer to your employees
 - ★ Add new, proprietary courses exclusive to your site
 - ★ Create a personalized "company" brand for the website so that students know they are attending your company's learning site
 - ★ Have administrative tasks, including download of user ID information, help desk, and other functions
 - ★ Receive dynamic, detailed reports on employee activity

Courseware Providers' Information

Currently NRF University *wired* offers over 50 individual online courses. Courses provided by:

- **Corpedia** – Courseware employs numerous elements to engage users, including streaming audio, animated graphics, case examples, workplace scenarios, and testing. Programs are designed to increase both learner attention and retention.
- **ElementK** – Over the past 25 years, Element K has been committed to helping the world's most prestigious companies improve their business with learning and development. eLearning courses are interactive, trackable, and include assessments and simulations.
- **Martec International** – A global training provider in instructor-led and online learning.
- **MindEdge** – A premier information and learning company, provides leadership, management, communication, and education solutions to help organizations meet their objectives.
- **NRF Foundation (NRFF)** – Interactive, modular in format, online courses featuring Retail Management training designed in partnership with US Department of Labor and Saks, Inc.
- **Reflection Software** – A leading service provider of custom and off-the-shelf eLearning programs offering solutions for a wide variety of needs that teach job skills and improve efficiency thoroughly and consistently.
- **RFID Revolution** – Provides engaging, web-based training to end-users of radio frequency identification technology.
- **Syntrio** – Offering professional skills, environmental health, safety, and employment law compliance courses using interactive activities, self assessments, quizzes, and audio to engage learners and transfer knowledge and knowledge.
- **VigiTrust** – Specializes in the provision of security assessments and security learning solutions.
- **YouAchieve** – Full service eLearning company with two learning management systems, offering web-based training, authoring tools, and an expert team providing eLearning strategies and content development services.

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How the Catalog Works

*Each category has a list of courses that correspond to that particular content area. Courses may repeat across multiple categories. You will find a full description of each course at the end of the catalog. These are meant as suggestions from the current offerings at NRF University *wired* and customized learning plans can be created for your learners based on your particular needs and budgetary requirements.*

Courses by Subject Area

Buying and Merchandising

1. Buying and Merchandising Suite (Martec International \$884)
2. Buying and Merchandising: Module 1 – An Overview of Buying & Merchandising (Martec International \$150)
3. Buying and Merchandising: Module 2 – Basic Retail Financials (Martec International \$150)
4. Buying and Merchandising: Module 3 – Pre-Season Activities (Martec International \$150)
5. Buying and Merchandising: Module 4 – Buying Activities (Martec International \$150)
6. Buying and Merchandising: Module 5 – Merchandising Activities (Martec International \$150)
7. Buying and Merchandising: Module 6 – One Typical Buyer's/Merchandiser's Week (Martec International \$150)
8. Buying and Merchandising: Module 7 – Post-Season Activities (Martec International \$150)
9. Merchandising (NRFF \$50)
10. Understanding Retail: Module 6 – Retail Buying & Planning (Martec International \$150)

Communications

1. Power Speaking (Syntrio \$55)
2. The Effective Business Writer (Syntrio \$55)
3. Working with Difficult People (Includes Simulation) (ElementK \$95)

Compliance

1. Sexual Harassment: California Managers' Edition (Corpedia \$100)
2. California Sexual Harassment (Latin American Spanish) (Corpedia \$100)
3. Introduction to Credit Card Security (VigiTrust \$80)

Customer Service

1. 1 to 1: Customer Service Success (Syntrio \$55)
2. An Introduction to Selling and Service (NRFF \$50)
3. Building Strong Customer Relationships (Second Edition) (ElementK \$95)
4. Customer Service Essentials (YouAchieve \$80)
5. Customer Service Skills (Includes Simulation) (ElementK \$95)
6. Success on the Frontlines: Customer Service & Sales (Syntrio \$110)
7. Working with Difficult People (Includes Simulation) (ElementK \$95)

Diversity

1. Diversity Awareness (Second Edition) (ElementK \$95)
2. Diversity for Managers (Second Edition) (ElementK \$95)

Financial Management

1. Buying and Merchandising: Module 2 – Basic Retail Financials (Martec International \$150)
2. Principles of Financial Reporting (NRFF \$50)
3. Retail Math (MindEdge \$40)
4. Understanding Retail: Module 3 – Key Retail Financials (Martec International \$150)

Human Resources

1. Diversity Awareness (Second Edition) (ElementK \$95)
2. Diversity for Managers (Second Edition) (ElementK \$95)
3. Human Resources (NRFF \$50)
4. Sexual Harassment: California Managers' Edition (Corpedia \$100)
5. California Sexual Harassment (Latin American Spanish) (Corpedia \$100)

6. The Successful Manager: Time Management (MindEdge \$80)
7. Working with Difficult People (Includes Simulation) (ElementK \$95)

IT

1. Introduction to Credit Card Security (VigiTrust \$80)
2. Introduction to PCI Data Security Standard (VigiTrust \$180)
3. RFID Essentials (RFID Revolution \$595)

Leadership

1. The Successful Manager: Time Management (MindEdge \$80)

Loss Prevention

1. Loss Prevention – Basic (Reflections Software \$28)
2. Loss Prevention – EAS (Reflections Software \$16)
3. Loss Prevention – OSHA (Reflections Software \$16)
4. Loss Prevention Training Suite (Reflection Software \$50)

Operations

1. Loss Prevention – Basic (Reflections Software \$28)
2. Loss Prevention – EAS (Reflections Software \$16)
3. Loss Prevention – OSHA (Reflections Software \$16)
4. Loss Prevention Training Suite (Reflection Software \$50)
5. Operations (NRFF \$50)
6. Store Operations (Martec International \$884)
7. Understanding Retail: Module 8 – Supply Chain Improvement (Martec International \$150)

Project Management

1. Managing Projects (Second Edition) (ElementK \$95)
2. Project Management Fundamentals, Part One (ElementK \$95)
3. Project Management Fundamentals, Part Two (ElementK \$95)

Retail Fundamentals

1. Fundamentals of CPG (Consumer Packaged Goods) (Martec International \$40)
2. Introduction to Retail (Martec International \$520)
3. Retail Math (MindEdge \$40)
4. Store Operations (Martec International \$884)
5. Understanding Retail Suite (Martec International \$884)
6. Understanding Retail: Module 1 – Fundamentals of Retail (Martec International \$150)
7. Understanding Retail: Module 2 – Key People in the Retail Organization (Martec International \$150)
8. Understanding Retail: Module 3 – Key Retail Financials (Martec International \$150)
9. Understanding Retail: Module 4 – Overview of the Key Retail Processes (Martec International \$150)
10. Understanding Retail: Module 5 – Private Label & Merchandising (Martec International \$150)
11. Understanding Retail: Module 6 – Retail Buying & Planning (Martec International \$150)
12. Understanding Retail: Module 7 – Retail Marketing (Martec International \$150)
13. Understanding Retail: Module 8 – Supply Chain Improvement (Martec International \$150)

Retail Management

1. An Introduction to Retail Management (NRFF \$50)
2. An Introduction to Selling and Service (NRFF \$50)

3. Human Resources (NRFF \$50)
4. Merchandising (NRFF \$50)
5. Operations (NRFF \$50)
6. Principles of Financial Reporting (NRFF \$50)
7. Retail Management Training Suite (Combines the above 6 NRFF Classes) (NRFF \$300)

Sales

1. An Introduction to Selling and Service (NRFF \$50)
2. Basics of Effective Selling (Second Edition) (ElementK \$95)
3. Closing the Sale (Second Edition) (ElementK \$95)
4. Negotiating for the Sales Professional (Second Edition) (ElementK \$95)
5. Selling Essentials (YouAchieve \$80)
6. Sell For Success: What You Need to Know About Selling (Syntrio \$55)
7. Solution Selling for Retail Sales Associates (Martec International \$40)
8. Success on the Frontlines: Customer Service & Sales (Syntrio \$110)
9. The Sales Process (Second Edition) (ElementK \$95)
10. Understanding Retail: Module 7 – Retail Marketing (Martec International \$150)

Workplace Safety

1. Loss Prevention – Basic (Reflections Software \$28)
2. Loss Prevention – EAS (Reflections Software \$16)
3. Loss Prevention – OSHA (Reflections Software \$16)
4. Loss Prevention Training Suite (Reflection Software \$50)

FULL COURSE DESCRIPTIONS With Pricing and Durations

1 to 1: Customer Service Success

Vendor Information: Syntrio

Duration: 45 Minutes

Course Description: Research verifies that the only way to achieve customer loyalty is to consistently meet and exceed their expectations. Every time you interact with a customer, you have a unique “moment of truth” opportunity to build the relationship or fall short. This module will help you understand your customers’ needs so you can better serve them through each and every interaction.

Price: \$55

Subject Areas: Customer Service

An Introduction to Retail Management

Vendor Information: NRFF

Duration: 2 Hours

Course Description: Learn the 3 P’s of Retail: Product, Presentation, and People – all of which impact sales and profit. In this top-rated course you will learn how retailing works and the factors that influence its success. The course is broken into four modules that include an introduction to the retail industry and retailing, the shopping experience, retail people and positions, and understanding what creates sales and profits.

Price: \$50

Subject Areas: Retail Management

An Introduction to Selling and Service

Vendor Information: NRFF

Duration: 1.5 Hours

Course Description: In this top-rated course you will learn how to create a shopping experience that builds customer loyalty. Broken into three modules this course begins with an overview of selling and service then advances on teaching you the elements of managing the sales and service process. You will also learn the importance of measuring sales and service performance, along with using performance metrics to find new opportunities. In addition, effective floor management methods and techniques for responding to situations impacting the customer are also covered.

Price: \$50

Subject Areas: Customer Service, Retail Management, Sales

Basics of Effective Selling (Second Edition)

Vendor Information: Element K

Duration: 1.5 Hours

Course Description: This course is intended for entry-level sales representatives, account managers, sales managers, and others with customer contact who wants to acquire effective selling strategies and to manage customer relationships productively. The sales process is a core business function that is common to all types of organizations and enterprises. All

Basics of Effective Selling (Second Edition)

organizations benefit from a productive sales force because sales generate the revenue that improves the bottom line. This course will help you build your selling skills at each step in the sales process: preparing to sell, conducting the sale, and following up with the customer. You'll start by enhancing your own product and customer knowledge, move through a sales call and closing, and finish the cycle by planning for even more future business. By improving your sales technique, you can increase your value to your company no matter what your role in the sales process.

Price: \$95

Subject Areas: Sales

Building Strong Customer Relationships (Second Edition)

Vendor Information: Element K

Duration: 1.5 Hours

Course Description: This course is for entry-level managers who want to provide consistent and competitive customer service that aligns with customer expectations. A strong customer relationship can help increase sales through both repeat business and referrals. In this course, you'll discover effective ways to define and improve your customer service levels, resulting in a loyal customer base. You'll also learn how to establish guidelines for implementing and maintaining a customer service plan for your business. By meeting, or possibly exceeding your customers' expectations, you'll not only succeed at strengthening business relationships with existing customers, but you'll also generate new relationships through the most valuable and least expensive form of promotion—word-of-mouth.

Price: \$95

Subject Areas: Customer Service

Buying and Merchandising Suite

Vendor Information: Martec International

Duration: 8 to 12 Hours

Course Description: The Buying and Merchandising suite is designed for those who need a greater understanding of the functions of an integrated buying and merchandising team. It will assist people from various retail functions that are either moving into, or working with, the Buying Office. IT Departments and vendors will benefit from an increased understanding of Buying & Merchandising processes. The program includes a variety of interest generating features and comprehensive testing of the course materials. **IMPORTANT:** This course is broken into 7 modules for ease of use. The best approach is to take the modules in order.

Course Contents

Module 1: An Overview of Retail Buying & Merchandising

Module 2: Basic Retail Financials

Module 3: Buying & Merchandising Pre-Season Activities

Module 4: Buying Activities

Module 5: Merchandising Activities

Module 6: One Typical Buyer's Week / Merchandiser's Week

Module 7: Post-Season Activities

Note: Modules within this suite may be purchased separately as individual courses.

Price: \$884

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 1 – An Overview of Buying & Merchandising

Vendor Information: Martec International

Duration: 1 to 1.5 Hours

Course Description: This course is the first of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Describe the responsibilities of the Buying & Merchandising divisions.
2. Explain the key positions in a Buying & Merchandising division and define each individual's responsibilities.
3. Explain the challenges and trends facing the Buying & Merchandising division.
4. Define consumer types and the impact on Buying & Merchandising strategy.
5. Identify different Buying & Merchandising Strategies.
6. Understand the emerging role of private label merchandise within a merchandise assortment.
7. Describe the concept and importance of merchandise adjacencies.

Price: \$150

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 2 – Basic Retail Financials

Vendor Information: Martec International

Duration: 1.5 to 2 Hours

Course Description: This course is the second of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Calculate an Open to Buy and explain how it is used as an inventory management tool.
2. Describe the decision making process surrounding pricing.
3. Explain the strategies involved in determining retail pricing.
4. Describe the decision making process surrounding markdowns and how it affects profitability.
5. Be able to discuss the advantages and disadvantages of Retail and Cost methods of accounting.
6. Describe the various methods of inventory valuation.
7. Define inventory turn, how it affects profitability, and ways to improve it.
8. Calculate Cost of Goods Sold and describe ways to reduce it.
9. Describe common retail math formulas and how they are used.

Price: \$150

Subject Areas: Buying and Merchandising, Financial Management

Buying and Merchandising: Module 3 – Pre-Season Activities

Vendor Information: Martec International

Duration: 1 Hour

Course Description: This course is the third of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Discuss the fundamentals Buying and Merchandising pre-season activities and how they are interrelated.
2. Explain the concept of assortment planning and the differences between the 4 types of assortment strategies.
3. Discuss the components and controls used in the creation of seasonal plans.
4. Understand the steps in the merchandise planning process including when and

Buying and Merchandising: Module 3 – Pre-Season Activities

how they are executed.

Price: \$150

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 4 – Buying Activities

Vendor Information: Martec International

Duration: 1 Hour

Course Description: This course is the fourth of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Explain the activities a typical buyer engages in and whom they must delegate to and network with to effectively perform these functions.
2. Describe the retail purchasing process.
3. Define common strategies retailers use when negotiating with vendors.
4. Describe the merchandise selection process.
5. Explain the process and considerations made when developing a promotional plan.
6. Evaluate the promotional sales potential of an item based on key criteria.

Price: \$150

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 5 – Merchandising Activities

Vendor Information: Martec International

Duration: 1 Hour

Course Description: This course is the fifth of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Understand how merchandisers plan, allocate, and assort by location.
2. Discuss why different merchandise types require the use of differing forecasting and replenishment strategies.
3. Understand the different methods of sales forecasting.
4. Discuss the prerequisites of good replenishment.

Price: \$150

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 6 – One Typical Buyer's Week/Merchandiser's Week

Vendor Information: Martec International

Duration: 1 Hour

Course Description: This course is the sixth of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Discuss the actions and activities of a buyer's and a merchandiser's typical workload and what other activities may be driven by these actions.

Price: \$150

Subject Areas: Buying and Merchandising

Buying and Merchandising: Module 7 – Post-Season Activities

Vendor Information: Martec International

Duration: 1 Hour

Course Description: This course is the seventh of 7 in the Buying and Merchandising Suite. By the end of the course you should be able to:

1. Discuss the importance of recapping a season across all buying and merchandising functions.
2. Explain how lessons learned can be applied to future plans.

Price: \$150

Subject Areas: Buying and Merchandising

Closing the Sale (Second Edition)

Vendor Information: Element K

Duration: 1.5 Hours

Course Description: All sales negotiations lead to the moment of truth when the buyer agrees to the sale or rejects your offer. You may be quite good at establishing your position and coaxing buyers to buy in to your vision. But that is irrelevant if you can't close the sale. This course will provide you with techniques to closing the sale and cementing good relationships with your customers. You will learn to recognize the verbal and non-verbal clues that indicate when it's time to close the sale, encourage customer feedback, and recognize the right strategies to bring the sales call to an effective conclusion.

Price: \$95

Subject Areas: Sales

Customer Service Essentials

Vendor Information: YouAchieve

Duration: 5 Hours

Course Description: In this course, you will learn strategies and skills that are essential to delivering the best service to your customers. Course content is based on NRF Foundation's Customer Service and Sales National Skill Standards and is a good preparatory resource for the National Professional Certification in Customer Service. The course is divided into five modules: training yourself, understanding your customer, meeting customer needs, educating your customer, and best practices & resources. Course modules are interactive and include mini-assessments for skill measurement throughout the course.

Price: \$80

Subject Areas: Customer Service

Customer Service Skills (Includes Simulation)

Vendor Information: Element K

Duration: 4 Hours

Course Description: It's no secret that customer care impacts a company's bottom line. In this course, you will learn important principles and skills that you can utilize as a remote customer service representative. This course is the first step in understanding the value of the customer and the importance of successful customer service.

Price: \$95

Customer Service Skills (Includes Simulation)

Subject Areas: Customer Service

Diversity Awareness (Second Edition)

Vendor Information: Element K

Duration: 4 Hours

Course Description: In this course, you will learn about the changing labor market and how it affects you, terminology and historical influences on diversity issues, and strategies for how to be more aware of diversity in the workplace. This course provides a creative approach to recognize and benefit from the unique perspectives of individuals with varied backgrounds and experiences. It also helps individuals break out of their comfort zone for maximum workplace success.

Price: \$95

Subject Areas: Diversity, Human Resources

Diversity for Managers (Second Edition)

Vendor Information: Element K

Duration: 6 Hours

Course Description: In this course, you will learn about the changing labor market and how it affects you, terminology and historical influences on diversity issues, and how to understand the organizational benefits of managing and maintaining a diverse work environment. This course is designed for business leaders and managers who want to work more effectively with colleagues and subordinates whose backgrounds, experiences, and perspectives differ from their own.

Price: \$95

Subject Areas: Diversity, Human Resources

Fundamentals of CPG (Consumer Packaged Goods)

Vendor Information: Martec International

Duration: 1 to 2 Hours

Course Description: This course provides an overview of the Consumer Packaged Goods (CPG) industry enabling more effective sales calls and closer partnerships with CPG companies. By the end of the course, you will be able to do the following:

1. Identify the different categories of CPG.
2. Understand the responsibilities of each operational area of a CPG company.
3. Define the key performance indicators used by CPG companies.
4. Understand the role of the Category Business Team.

Price: \$40

Subject Areas: Retail Fundamentals

Human Resources

Vendor Information: NRFF

Duration: 1.5 Hours

Human Resources

Course Description: In this course you will learn how to recruit, retain, and develop retail associates. Learn about hiring practices and the cost of making a “bad” hire. Gain an understanding of the importance of onboarding new employees and effective communications within the store. During this course, you will also study how to maximize associate performance through providing regular feedback, rewards, and recognition. A great course for anyone in human resources or a leadership role.

Price: \$50

Subject Areas: Human Resources, Retail Management

Introduction to Credit Card Security

Vendor Information: VigiTrust

Duration: 20 minutes

Course Description: This course provides the learner with an overview of how to handle credit cards and credit card data. It covers the PCI Data Security Standard, the do's and don'ts of handling card data and credit card transaction flow.

Price: \$80

Subject Areas: Compliance, IT

Introduction to PCI Data Security Standard

Vendor Information: VigiTrust

Duration: 50 minutes

Course Description: This course provides the learner with an overview of the PCI Data Security Standard. It covers PCI compliance levels, the structure of PCI DSS, the 12 requirements of PCI and creating a PCI project team.

Price: \$180

Subject Areas: Compliance, IT

Introduction to Retail

Vendor Information: Martec International

Duration: 4 to 6 Hours

Course Description: The objective of the Introduction to Retail course is to give you an understanding of the basics of retailing. By the end of the course, you will be able to do the following:

- Identify the key business concerns of retailers.
- Explain the differences between retail segments.
- Understand the responsibilities of each department and senior executive in the company.
- Define the key performance indicators used by retailers.
- Describe the key processes in a retail business.

The program includes a variety of interest generating features and pre- and post-mastery tests for each lesson.

Price: \$520

Subject Areas: Retail Fundamentals

Loss Prevention - Basic

Vendor Information: Reflection Software

Duration: 1 Hour

Course Description: Did you know that theft is one of the fastest growing crimes? Retailers lose more in one day than banks lose in one year to robberies. In this course you will learn what shortage and loss are and how it affects you and the store. You will be able to identify, respond to and prevent the various types of inventory shortage and other types of loss in stores. By the end of this course, you will have an understanding of your role in loss prevention.

Price: \$28

Subject Areas: Loss Prevention, Operations, Workplace Safety

Loss Prevention - EAS

Vendor Information: Reflection Software

Duration: 45 Minutes

Course Description: In this course you will learn about proper application of Electronic Article Surveillance (EAS) tags and how to handle security alarm situations. Standard safety and emergency procedures are also covered in this course.

Price: \$16

Subject Areas: Loss Prevention, Operations, Workplace Safety

Loss Prevention – OSHA

Vendor Information: Reflection Software

Duration: 45 Minutes

Course Description: This course follows the Loss Prevention Basic course. It focuses on safety and OSHA compliance. Upon completion of the class you will have an understanding of safety and emergency procedures for a retail store. In addition, you will also learn safe lifting techniques and accident prevention.

Price: \$16

Subject Areas: Loss Prevention, Operations, Workplace Safety

Loss Prevention Training Suite

Vendor Information: Reflection Software

Description: This suite of three courses is comprised of Loss Prevention Basics, Loss Prevention - Electronic Article Surveillance (EAS), and Loss Prevention - OSHA. You will learn what shortage and loss are and how it affects you and the store. You will be able to identify the various types of inventory shortage and other types of loss. You will learn how to respond to inventory shortage and other types of loss and how to prevent inventory shortage and loss in your store. You will understand about proper application of Electronic Article Surveillance (EAS) tags and how to handle security alarm situations. Upon completion of the OSHA course you will have an understanding of OSHA compliance and safety and emergency procedures for a retail store.

Price: \$50

Courses in Bundle:

1. Loss Prevention – OSHA
2. Loss Prevention Basic

Loss Prevention Training Suite

3. Loss Prevention EAS

Note: Courses in this suite can be purchased individually.

Subject Areas: Loss Prevention, Operations, Workplace Safety

Managing Projects (Second Edition)

Vendor Information: Element K

Duration: 2 Hours

Course Description: This course is intended primarily for entry-level managers, project managers, team leaders, and others who need to manage projects effectively. Project management is a fundamental business skill. By managing projects well, you'll get results that meet customer needs while promoting a healthy team climate. This course will provide you with the basic concepts, techniques, and skills that you will need to manage projects well in a variety of organizations. You'll learn to organize and plan your project, by establishing baselines, requirements, the work plan, and budget. You'll implement your work plan by leading and coordinating your team's efforts while ensuring that you are on track to satisfy the customer, and you'll learn to evaluate results on an ongoing basis and address problems as they arise in order to assess and adjust performance throughout the project period.

Price: \$95

Subject Areas: Project Management

Merchandising

Vendor Information: NRFF

Duration: 1.5 Hours

Course Description: In this course you will learn how to receive, present, and maintain merchandise. Broken into four modules this course will cover general concepts of merchandising, receiving and staging, the merchandise floor, and inventory management. Begin with learning how to develop a merchandise plan and store layout. As you progress through the course, study basic merchandising techniques and the impact of visual merchandising including clearance items. By the end of the course, you will also have an understanding of the importance of pricing accuracy and processing returned merchandise.

Price: \$50

Subject Areas: Buying and Merchandising, Retail Management

Negotiating for the Sales Professional (Second Edition)

Vendor Information: Element K

Duration: 1.5 Hours

Course Description: In this course, you will identify the importance of effective negotiating. Success rarely happens by accident. Rather, it is the result of careful planning and preparation. By being familiar with the skills of negotiation, you will become a more effective sales professional.

Price: \$95

Subject Areas: Sales

Operations

Vendor Information: NRFF

Duration: 1.5 Hours

Course Description: Sound operations within the store ultimately affect the overall customer shopping experience. In this course, you will learn fundamental store safety standards and legal requirements regarding operations. Gain an understanding of the role of loss prevention within the store and study how staffing supports total operations by utilizing a staffing plan that can be managed and tracked easily.

Price: \$50

Subject Areas: Operations, Retail Management

Power Speaking

Vendor Information: Syntrio

Duration: 45 Minutes

Course Description: More than ever, good presentation skills are vital to business and career success. This program will help you plant your feet, look'em in the eye, and deliver a clear message. You will learn presentation skills and techniques that will bolster your success.

Price: \$55

Subject Areas: Communications

Principles of Financial Reporting

Vendor Information: NRFF

Duration: 1.5 Hours

Course Description: This top-rated course covers important aspects of measuring and driving retail sales. Students learn about fundamental retail financial reports, reading and drawing conclusions from report data, and how to determine selling trends. The organization of financial tools and when to use them is also covered. Finally, students will apply financial information to the sales floor and generate action plans based on results.

Price: \$50

Subject Areas: Financial Management, Retail Management

Project Management Fundamentals, Part One

Vendor Information: Element K

Duration: 2 Hours

Course Description: By understanding the fundamentals of project management, you will be better prepared to initiate a project in your organization and position it for success. In this course you will examine the phases of the Project Management Life Cycle, and a project manager's role in each phase. You will define basic project success criteria and common reasons for project failure. You will also discover techniques for setting up a strong project team and determine the elements of a Risk Management Plan.

Price: \$95

Subject Areas: Project Management

Project Management Fundamentals, Part Two

Vendor Information: Element K

Duration: 2 Hours

Course Description: In this course you will discuss techniques for planning and sequencing project activities. You will identify the Critical Path for completing a project on schedule and list and discuss the cost elements that should be included in a project budget. You will also discuss techniques for controlling for deviation from budgets and schedules. Finally, you will discuss key elements of project management communications and reporting tools, and the key activities of project close-out.

Price: \$95

Subject Areas: Project Management

Retail Management Training Suite

Vendor Information: NRFF

Duration: 10 Hours

Description: This bundle combines six courses. That should be taken in the following order: Introduction to Retail Management, Introduction to Selling and Service, Merchandising, Human Resources, Operations, Financial Reporting. The main objective for the curriculum is to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

Price: \$300

Courses in Bundle:

1. An Introduction to Retail Management
2. An Introduction to Selling and Service
3. Human Resources
4. Merchandising
5. Operations
6. Principles of Financial Reporting

Note: Courses in this suite can be purchased individually.

Subject Areas: Retail Management

Retail Math

Vendor Information: MindEdge

Duration: 2 Hours

Course Description: In Retail Math, learners will understand key retail math concepts, why and how they are used, and how to calculate them. Each assignment allows the learner to test his or her understanding of the concept by problem-solving and/or interactive exercises. Each module includes problems and a quiz to test the learner's knowledge. The course includes a 20-question quiz at the end. The learner also can download several handouts with the key terms defined, concepts explained and equations provided.

Price: \$40

Subject Areas: Financial Management, Retail Fundamentals

RFID Essentials

Vendor Information: RFID Revolution

Duration: 8 Hours

Course Description: This is an interactive, online course designed to address the needs of end-user organizations in the exploration or early adoption phase. In about eight hours, users can acquire working knowledge of RFID technology, and how to apply and evaluate it. An enterprise can potentially shave months off a pilot or implementation by getting its RFID project team up to speed early in the planning phase with this course.

Price: \$595

Subject Areas: IT

Selling Essentials

Vendor Information: YouAchieve

Duration: 5 Hours

Course Description: In this course, you will learn selling strategies and skills that are essential to building strong relationships with your customers. Course content is based on NRF Foundation's Customer Service and Sales National Skill Standards and is a good preparatory resource for the National Professional Certification in Sales. The course is divided into three modules: preparing to sell, closing the sale, and following up with customers. Modules are interactive and include mini-assessments for skill measurement throughout the course.

Price: \$80

Subject Areas: Sales

Sell For Success: What You Need to Know About Selling

Vendor Information: Syntrio

Duration: 45 Minutes

Course Description: In this course, you will gain practical and useful sales knowledge by learning the techniques to become a successful salesperson in any sales setting. This is an ideal course for those individuals entering the workforce or new to sales.

Price: \$55

Subject Areas: Sales

Sexual Harassment: California Managers' Edition

Vendor Information: Corpedia

Duration: 2 Hours

Course Description: This course covers federal and state sexual harassment laws and the guidelines and behavior supervisors need to know in order to recognize, prevent, and correct sexually harassing behavior. The course provides a clear definition of what does and does not constitute sexual harassment, and gives clear direction on the importance of avoiding questionable behavior that could seem to be unwelcome or unprofessional conduct. The course covers in detail both hostile environment and tangible employment action harassment. Further, the course provides detailed guidance on monitoring the workplace for signs of harassment, establishing an effective prevention and reporting program to mitigate organizational liability, and properly handling any reports or allegations of harassing behavior. The course follows the story of an employee who is subjected to

Sexual Harassment: California Managers' Edition

increasingly unprofessional conduct by her team leader, culminating in a clear case of sexual harassment. When the employee reports the harassing conduct, management does not respond effectively. At the end of the course, the learner is asked to revisit the employee's story and help the team leader make correct decisions to avoid harassing behavior, and help management properly handle the sexual harassment allegation. Additional scenarios and activities are used throughout the course to illustrate appropriate behavior in given situations and to help ensure learner understanding.

Price: \$100

Subject Areas: Compliance, Human Resources

California Sexual Harassment (Latin American Spanish)

Course Description: This course is identical to the description above, but offered in Spanish.

Price: \$100

Subject Areas: Compliance, Human Resources

Solution Selling for Retail Sales Associates

Vendor Information: Martec International

Duration: 2 Hours

Course Description: This course was developed to train associates to approach customers as individuals, understand their needs and values, and create the best solution to match these needs and values. This proven model guides associates through the process of selling. The step-by-step system ensures a higher rate of success and a higher probability that the customer's values will be met. It is about making a difference to the selling approach, a difference that will improve sales and customer relationships.

Price: \$40

Subject Areas: Sales

Store Operations

Vendor Information: Martec International

Duration: 8 to 12 hours

Course Description: This program is designed for store managers and their direct reports, new area managers and potential store managers. Companies selling and marketing store operations solutions to retailers will also find the program valuable. This course provides learners with an overview of the organization, functions and concerns of Store Operations within a modern retail business. By the end of this course you will be able to:

- Describe the organization structure of the Store Operations function and who is responsible for what.
- Explain the key performance indicators used to evaluate Store Operations performance.
- Describe a wide range of business processes involved in the successful operation of a chain of stores supporting the general merchandising, food, and drug retail segments.
- Describe a range of business processes performed at the corporate headquarters by Store Operations management.

Store Operations

The course includes a variety of interest generating features plus pre- and post-mastery tests for each lesson.

Price: \$884

Subject Areas: Operations, Retail Fundamentals

Success on the Frontlines: Customer Service & Sales

Vendor Information: Syntrio

Duration: 1.5 Hours

Course Description: Research verifies that the only way to achieve customer loyalty is to consistently meet and exceed their expectations. These two courses combine to help you understand your customers' needs so you can better serve them through each and every interaction, and also teach you techniques to become a successful salesperson in any sales setting.

Price: \$110

Courses in Bundle:

1. 1 to 1: Customer Service Success
2. Sell For Success: What You Need to Know About Selling

Subject Areas: Customer Service, Sales

The Effective Business Writer

Vendor Information: Syntrio

Duration: 45 Minutes

Course Description: In business writing, it is always the writer's responsibility to make sure his or her message is understood. Communicating your thoughts in a concise, logically organized manner is invaluable in business writing. By the end of this course, you will have learned how to write with more clarity and precision.

Price: \$55

Subject Areas: Communications

The Sales Process (Second Edition)

Vendor Information: Element K

Duration: 1.5 Hours

Course Description: Certainly, successful sales require good communication skills. But sales also require organization. This course covers the critical aspects of planning for, managing, and executing the sale. You will develop organizational activities to assure sales success in a territory, gather information to qualify sales prospects, and plan a structured approach to sales calls including information gathering and presentation.

Price: \$95

Subject Areas: Sales

The Successful Manager: Time Management

Vendor Information: MindEdge

Duration: 3 Hours

The Sales Process (Second Edition)

Course Description: One of the more precious resources a manager has is his or her time. Managers can become more effective by employing time management and scheduling techniques, delegating, outsourcing key tasks, and employing technology. Effective time management helps managers achieve their goals. After completing this course, you will be able to:

- Recognize the importance of time management in your own life.
- Employ a time log in ascertaining how you spend your time.
- Understand the reasons for procrastination and how to deal with them.
- Recognize the importance of goal setting and establishing personal and professional goals.
- Employ the key principles of time management (organization, prioritization, planning).
- Employ some common time management tools, including scheduling systems (activity logs, action plans, to do lists) and technology (automation, etc.).
- Understand how to better manage your time by using appropriate tools and techniques.

Price: \$80

Subject Areas: Human Resources, Leadership

Understanding Retail

Vendor and Bundle Code: Martec International

Duration: 8-10 Hours

Course Description: The Understanding Retail course is designed for people who sell or market to retailers. It is ideal for both merchandise suppliers who sell directly to retailers, and for those who market to retailers to get their content specified in product lines. The course includes a variety of interest generating features and comprehensive testing of the course materials. The objective of the Understanding Retail program is to give you a good understanding of the basics of retailing. It provides a detailed understanding of the retail industry and how it works. By the end of the course, students will be able to do the following:

- Describe the supply chain from a retail perspective.
- Explain the retail business issues that impact vendors.
- Define the Key Performance Indicators that retailers measure.
- Describe the typical retailer's organization structure.
- Perform simple retail financial calculations.

Price: \$884

- Courses in Bundle:**
1. Understanding Retail: Module 1 - Fundamentals of Retail
 2. Understanding Retail: Module 2 - Key People in the Retail Organization
 3. Understanding Retail: Module 3 - Key Retail Financials
 4. Understanding Retail: Module 4 - Overview of the Key Retail Processes
 5. Understanding Retail: Module 5 - Private Label & Merchandising
 6. Understanding Retail: Module 6 - Retail Buying & Planning
 7. Understanding Retail: Module 7 - Retail Marketing
 8. Understanding Retail: Module 8 - Supply Chain Improvement

Note: Modules within this suite may be purchased separately as individual courses.

Subject Areas: Retail Fundamentals

Understanding Retail: Module 1 – Fundamentals of Retail

Vendor Information: Martec International

Duration: 1 Hour

Module Description: This module is the first of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Describe the entities in the supply chain.
2. Explain core retail fundamentals; the basics of retailing; retail formats and their characteristics, the challenges facing the industry; and key trends in the industry.
3. Define customer types and their impact on the retail strategy.
4. Identify different retail strategies
5. Explain the main key performance indicators (KPIs) used in retailing

Price: \$150

Subject Areas: Retail Fundamentals

Understanding Retail: Module 2 – Key People in the Retail Organization

Vendor Information: Martec International

Duration: 1 Hour

Module Description: This module is the second of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Describe what the divisions in a retail business are responsible for.
2. Explain who the key people are.
3. Define their individual responsibilities
4. Describe which key performance indicators (KPIs) are used to measure their achievement.

Price: \$150

Subject Areas: Retail Fundamentals

Understanding Retail: Module 3 – Key Retail Financials

Vendor Information: Martec International

Duration: 1 Hour

Module Description: This is the third of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Explain the main financial statements.
2. Understand how retailers achieve their profits.
3. Illustrate how retailers can improve their return on net assets.
4. Highlight the major variables retailers can leverage to improve profits.

Price: \$150

Subject Areas: Retail Fundamentals, Financial Management

Understanding Retail: Module 4 – Overview of the Key Retail Processes

Vendor Information: Martec International

Duration: 30-45 Minutes

Understanding Retail: Module 4 – Overview of the Key Retail Processes

Module Description: This is the fourth of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Convey an understanding of the key processes in a retail business.
2. Identify the departments that they impact.
3. Explain the roles of those department splay in the process.

Price: \$150

Subject Areas: Retail Fundamentals

Understanding Retail: Module 5 – Private Label & Merchandising

Vendor Information: Martec International

Duration: 30-45 Minutes

Module Description: This is the fifth of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Understand the functions within a Private Label organization.
2. Describe the private label product development process.
3. Explain who the key people are.
4. Define their individual responsibilities.

Price: \$150

Subject Areas: Retail Fundamentals

Understanding Retail: Module 6 – Retail Buying & Planning

Vendor Information: Martec International

Duration: 1 Hour

Module Description: This is the sixth of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Describe the buying and merchandising processes and identify where in the process decisions are made that impact you.
2. Explain the assortment planning process and identify where you need to exert influence.
3. Explain how the retailer's purchasing process works.
4. Define the concept of Open to Buy and how it can constrain your business opportunities.

Price: \$150

Subject Areas: Retail Fundamentals, Buying and Merchandising

Understanding Retail: Module 7 – Retail Marketing

Vendor Information: Martec International

Duration: 30-45 Minutes

Module Description: This is the seventh of 8 modules in the Understanding Retail course. By the end of the module you should be able to:

1. Explain the importance of seasons to retailers.

Understanding Retail: Module 7 – Retail Marketing

2. Describe how the seasonal cycle impacts decision making on a wide variety of factors.
3. Relate seasonal events to the impact on planning and decision making timelines.
4. Describe how floor layouts and merchandise presentation techniques in stores impact sales.

Price: \$150

Subject Areas: Retail Fundamentals, Sales

Understanding Retail: Module 8 – Supply Chain Improvement

Vendor Information: Martec International

Duration: 30-45 Minutes

Module Description: This is the last of 8 modules in the Understanding Retail course. By the end of the course you should be able to:

1. Explain the connection between lead time or cycle time and the amount of inventory needed.
2. Explain the concept of safety stock and identify the factors that determine its size.
3. Determine how much a reduction in lead time will reduce inventory requirements.
4. Explain some of the techniques for reducing cycle time or lead time.
5. Calculate the impact of an inventory reduction on inventory turn.
6. Calculate the impact on a retailer's P&L and Balance Sheet of a reduction in inventory.
7. Explain ways in which a retailer's maintained gross margin can be increased.

Price: \$150

Subject Areas: Retail Fundamentals, Operations

Working With Difficult People (Includes Simulation)

Vendor Information: Element K

Duration: 3 Hours

Course Description: Friction can occur anytime, anywhere. Gain the concrete skills and techniques you need to work in challenging situations with diplomacy. In this course, you will explore how to work with difficult people, respond to changes, and cope with continued conflict.

Price: \$95

Subject Areas: Communications, Customer Service, Human Resources