**Customer Service & Sales Fundamentals Objectives**

**Section 1 Retail Industry Overview**

**1.1 Define Retail**

* Define retail and recognize the distribution channel
* Distinguish between the various retail formats
* Recognize the different types of ownership
* Understand multichannel retailing

**1.2 Understand the Customer**

* + - Recognize the various types of customers
    - Understand consumer behavior and the importance of the sales associate in facilitating customers’ purchase decisions

**1.3 Recognize the Economics of Retail**

* Illustrate the importance of the retail industry in the Us economy
* Understand the economic impact of retail locally

**Section 2 Customer Service**

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**2.1 Understand customer service**

* + - Define quality customer service
    - Discuss the importance of quality customer service

**2.2 Learn about products & services**

* + - Examine how seeking out and participating in training opportunities helps associates
      * Support products & services
      * Further develop customer service skills
    - Learn to build recommendations for customers by testing or sampling products & services
    - Discuss researching and reviewing relevant data on competitors’ products and/or services
    - Explain the importance of remaining current regarding products, services, & industry standards

**2.3 Assess and meet customer needs**

* + - Greet & engage the customer in a personal and professional manner
    - Assess the customers’ needs while determine the customer’s knowledge of products or services to promote customer royalty
    - Listen attentively and responds effectively to customer’s comments & questions
    - Identify the customers budget through active listening
    - Use customer feedback to improve customer satisfaction
    - Arrange service recovery and handle service failures

**2.4 Educate the customer**

* + - Explain levels of product or service value to customers in a way that is relevant to their needs
    - Recommend comprehensive solutions, products, services, and related items based on customer needs
    - Educate the customer about service policies and related resources (e.g., returns, warranties, guarantees, service plans, support plans, instruction)
    - Know when to ask for help, support, & advice

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**Section 3 Store Operations**

**3.1 Understand the basics of inventory control**

* Discuss the importance of maintaining accurate inventory records
* Define terms associated with receiving and rpciing inventory
* Illustrate the importance inventory control systems play in maintaining customer satisfaction
* Demonstrate how and when to initiate a repair order
* Review the process for returning stock vendors

**3.2 Explore the process of merchandising**

* + - Recognize the importance of having organized and well maintained storage areas
    - Discuss merchandising from eh customer’s point of view
    - Illustrate how to effectively arrange merchandise
    - Use customer feedback to improve merchandising

**3.3 Loss Prevention**

* + - Define the loss prevention terms
    - Identify types of loss and shortage
    - Recognize the associates role in preventing loss
    - Review the actions that contribute to shortage of loss

**3.4 Respect & follow procedures for workplace safety**

* + - Recognize common safety problems in retails stores
    - Discuss tips to minimize unsafe conditions for employees and customers
    - Review hot to properly response to and report safety concerns
    - Explain procedures for common emergencies
    - Understand the importance of accurately recording at work injuries

**Section 4 Selling & Service**

**4.1 Prepare for selling**

* + - * Needs of target market
      * Serve as an expert
      * Sell products & services
      * Remain knowledgeable of sales goals

**4.2 Gain customer commitment & close the sale**

* + - * Listen & observe verbal & non-verbal
      * Suggest additional products & services
      * Warranties, deliver, financing
      * Confirm sale
      * Complete sales transaction

**4.3 Develop and implement a sales follow-up plan**

* + - Follow up with customers regarding suggestions for future purchases
    - Suggest alternative products/services in lieu of return