**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

**Customer Service & Sales Fundamentals Objectives**

**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