



# CUSTOMER SERVICE & SALES

Learners who earn this certification will master customer service and sales skills, including understanding the customer life cycle, developing effective strategies to engage customers, assessing customer needs and closing sales. Best practices for building resumes and navigating job searches are also covered.

This course is perfect for someone interested in or currently working in a customer facing role, whether in retail or another industry.

## LEARNING CONCEPTS

These learning concepts offer a general overview of the content areas covered in the Customer Service & Sales curriculum. They are not an exhaustive list of the content nor its learning objectives, but serve to categorize the curriculum for each module.

 = new, expanded or enhanced

### Welcome to Retail

What is Retail?

Multichannel and Omnichannel Retailing  
Distribution Channels and Retail Ownership  
The Economic Impact of Retail

Understanding the Customer

**Customer Mindsets**  
The Customer Loyalty Life Cycle  
**Consumer Behavior, Including Technology**

The Value of Customer Service

Company Brand and Culture

Quality Customer Service

The Impact of Poor Customer Service

## Know Before You Sell

Knowing Products and Services

Features and Benefits

Product Knowledge and Customer Service

Continuous Learning

Knowing the Customer

Connecting with the Customer

Customer Needs and Interests

Listening to Customers and Confirming Their Needs

## Selling and Service

Meeting the Customer's Needs

Customer Loyalty and Personalized Service

Comprehensive Solutions and Add-on Services

Overcoming Objections

Making the Sale

Processing and Completing the Transaction

Cash Transactions and Making Change Correctly

Debit, Credit, and Mobile Payments

## Performing Your Best

### Furthering Your Customer Service Skills

Non-Verbal Communication  
Handling Multiple Customers  
Addressing Customer Complaints, Exchanges, and Returns

### Your Brand Is You

**Employability Attributes and Professionalism**  
**Foundational Knowledge**  
**Communication Styles**

### Professionalism in the Workplace

Teamwork and Problem Solving  
Developing Goals  
**Technology and Time Management**

## Workplace Readiness

### Finding the Job

Entry-Level Retail Jobs: Goals and Expectations  
Searching for Jobs Online (Social Media)  
Building and Maintaining Your Network

### Getting the Job

**Crafting an Accurate Resume**  
**Using an Online Job Application**  
**Shining in an Interview**

### Growing Your Skills

Receiving and Applying Feedback  
**Building Your Career in Retail**  
**Personal Career Planning**

**REMOVED:** Inventory Control, Merchandising and Loss Prevention content has been moved to the Business of Retail: Operations and Profit credential to allow for additional customer service and sales content

# EXAM BLUEPRINT

The below table provides an overview of the areas (domains) that are most important to be included in the exam and which emphasis is given to each. The domains correspond to knowledge and skills acquired by a learner who has earned the Customer Service & Sales Certification. These domains have been identified through a job task analysis and validate the necessary tasks needed for someone to succeed within that job role. The listed domains should not be considered an exhaustive list of the content covered in the curriculum.

Customer Service & Sales	Percent of the Exam
Learns About Company Products and/or Services	16%
Develops Selling Skills to Meet Customer Need	22%
Educates the Customer, Gains Commitment and Closes the Sale	32%
<b>Further Your Customer Service Skills</b>	24%
<b>Prepares for Selling</b>	6%



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