



Customer Service and Sales Skills Standards:

Learns About Products and/or Services

- Seeks out and participates in training opportunities to support products, services and to further develop customer service skills.
- Remains current regarding products, services, and industry standards.
- Tests or samples products and/or services to build recommendations for customers.
- Researches and reviews relevant data on competitors' products and/or services.
- Arranges service recovery and handles service failures.

Assesses and Meets Customer Needs

- Greets and engages the customer in a personal and professional manner.
- Assesses the customer's needs while determining the customer's knowledge of products or services to promote customer loyalty.
- Listens attentively and responds effectively to customers' comments and questions.
- Identifies the customer's budget through active listening.
- Uses customer feedback to improve customer satisfaction.

Educates Customers

- Explains levels of product or service value to customers in a way that is relevant to their needs.
- Recommends comprehensive solutions, products, services, and related items based on customer needs.
- Educates customer about service policies and related resources (e.g., returns, warranties, guarantees, service plans, support plans, instruction).
- Knows when to ask for help, support, and advice

Advanced Customer Service and Sales Skills Standards:

Prepares for Selling

- Remains knowledgeable of sales goals, their implications, and how they are based on current and past performance.
- Supports development and execution of strategy for selling products and/or services.
- Serves as an expert regarding relevant company and industry pricing strategies, company policy, regulatory compliance, product knowledge, and company services.
- Identifies needs and characteristics of customers within the target market and customizes sales approach.

Gains Customer Commitment and Closes Sale

- Listens and/or observes customer for verbal or non-verbal cues indicating purchase intent.
- Identifies and suggests additional products and services to the customer that complement the sale.
- Discusses specifics of the sale (e.g., delivery and/or installation date, financing, warranties, product protection plan).
- Confirms sale information with the customer.

- Completes sales transaction with the customer.

Develops and Implements a Sales Follow-Up Plan

- Follows up with customers regarding suggestions for future purchases.
- Suggests alternative products/services in lieu of return.
- Evaluates the effectiveness of sales and marketing strategies and takes appropriate action.
- Evaluates the effectiveness of merchandising plans and takes appropriate action.

Retail Industry Fundamentals Skills Standards:

Learns about the Business of Retail

- Contributes to the retail business model by learning about basic financial concepts.
- Describes how retail businesses are organized and how the various functional areas contribute to the whole.
- Describes how rules and regulations are designed to protect customers, employees, and the company.

Learns about Customer Service

- Builds customer trust and loyalty by delivering on the brand promise.
- Engages customers by asking questions, listening carefully, and using appropriate resources, tools and technologies to identify their needs and meet or exceed their expectations.
- Enhances sales and the customer experience using knowledge about products, services and policies.

Understands Sales and Merchandising

- Drives sales through the use of selling techniques in an omni-channel retail environment.
- Influences customers' buying behavior by promoting products and services in accordance with current merchandising standards.
- Maintains an awareness of personal and department or store sales goals.

Develops Professionalism and Career Fundamentals

- Demonstrates personal accountability as a productive retail employee by exhibiting integrity, using time management skills, being collaborative, building relationships, taking pride and initiative in work, and achieving individual goals.
- Enhances personal effectiveness by understanding the value of training, focusing on professional development, and showing motivation to learn.
- Makes a positive impression for the desired job by taking pride in your appearance, being punctual and reliable, displaying a positive attitude, and interacting professionally at all times.

Entering and Advancing in a Retail Career

- Develops an understanding of career paths within the retail industry.
- Prepares for interviews by researching the job opening and employer in order to identify questions to ask and decide about dress and appearance.
- Succeeds in interviews by using interview skills and techniques effectively and following up in order to demonstrate readiness for the opening and secure an offer.