



The Learning Academy 



Advanced Customer Service & Sales

National Retail Federation Certification





ADVANCED CUSTOMER SERVICE AND SALES CERTIFICATION

Learn how to demonstrate the knowledge and skills in areas that employer's value, how to define retail and the economics of retail, understand the customer, customer service and much more. DCI provides its clients with a stimulating environment where cooperative learning is the key to success. Our workshops/classes are designed so that students can acquire the education through technological application while engaged in "office simulated" projects.

Through **Contextual Learning**, The Learning Academy has designed and developed its entire **Advanced CSS** curriculum to prepare students with Customer Service & Sales training, specifically to accommodate those with minimal to no exposure to the service business industry. The program's general scope of services objective is to essentially provide impactful job skills training so job seeker's general employment skills are enhanced and better prepared to enter employment. The program content will consist of exposure to the entire Fundamentals Customer Service & Sales Curriculum, as well as the Advanced Customer Service & Sales Curriculum, both authored by National Retail Federation. The main objective is to meet/pass certain competencies, established by National Retail Federation's criteria set forth via Fundamentals / Advanced Customer Service & Sales courseware.



WHY SHOULD YOU BECOME CERTIFIED?

Most participants are students, job seekers or current retail employees looking to take their careers to the next level. If you're job searching or looking to move up in the job you already have, this certification will show hiring managers you're prepared to succeed. The certification is appropriate for a broad range of entry-level through first-line supervisory positions across sales and service industries. Over 110,000 students across the United States (including Puerto Rico) are benefiting from the knowledge and skills they've gained using our Customer Service and Sales credentials. Many of the participants are students, job seekers or current retail employees looking to take the next step in their career. If you are interested in obtaining or pursuing a career in retail that values customer service, look no further.

This program compresses the program content into 5-week cycles of structured hands-on “on-site” training workshops/classes that enables participants to more precisely enhance pre-existing levels of proficiency with new skills. This course will equip the individual with the skills they’ll need to succeed in any business environment and begin the development of a well educated, trained, and self-sufficient individual that can compete in today’s changing global economy.

Contact The Learning Academy for more info!

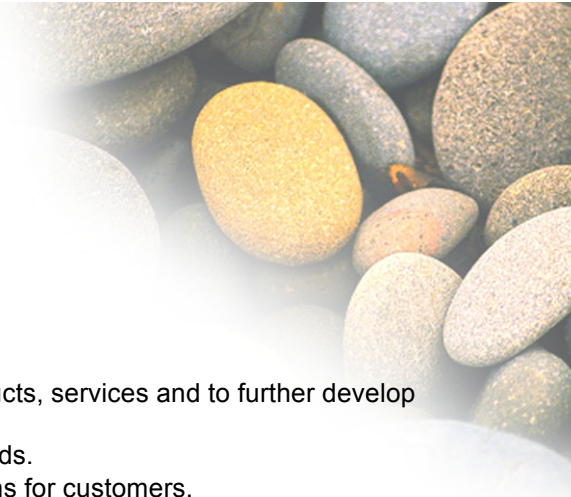
WHAT YOU'LL LEARN

- Employability / Life Skills
- Learn about products and services
- Assess and meet customer needs
- Prepare for selling, gain customer commitment and close the sale
- Understand the basics of store operations and inventory control
- Explore the process of merchandising
- Understand the importance of common employability skills
- Craft polished resumes
- Patience / Attentiveness
- Clear Communication Skills
- Using Positive Language
- Customer Engagement
- Time Management / Conflict Resolution
- Persuasion Skills

HOW LONG IS THE TRAINING?

The **Advanced** Customer Service and Sales certification exam covers chapters 1 - 4 of the textbook. If you are interested in pursuing the Advanced Customer Service & Sales certificate, most students take an average of 125 hours to complete the training prior to testing.





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.

Assess and meet 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.



ADVANCED CUSTOMER SERVICE AND SALES CURRICULUM

OBJECTIVES	ASSIGNMENTS	WEEK
<ul style="list-style-type: none"> ✓ Understand the expectations of the course ✓ Understand the importance of the retail industry in the U.S. economy ✓ Understand the economics of retail ✓ Distinguish between the various sectors in the retail industry ✓ Understand consumer behavior and the role of the sales associate in facilitating customers' purchase decisions ✓ Assess customer's needs ✓ Provide exceptional customer service 	<p>Monday:</p> <p>Page 7: The Snowball Fight Page 8: How Many Retailers Can You Name? Page 12: Mid-Unit Knowledge Check Page 13: Personality Types Page 15: What Kind of Customer Are You? Page 17: Customer Decision Making</p> <p>Tuesday:</p> <p>Page 27: What Is Customer Service? Why is it important? Page 28: Personal Experience Page 31: Name that Feature Page 33: Testing and Sharing Page 34: Advertisement Questionnaire Page 35: Studying the Competition</p> <p>Wednesday:</p> <p>WORKSHOP: Understanding Consumer Behavior</p> <p>Page 37: Responding to Customer Questions Pages 40-41: Targeted Communication Scenario Page 43: The Neglected Customer Page 44: The Welcomed Customer</p> <p>Thursday:</p>	<p style="text-align: center;">1</p>

OBJECTIVES	ASSIGNMENTS	WEEK
	<p>PRESENTATION DUE: Myers-Briggs Personality Type</p> <p>Pages 45-46: Breaking the Ice Page 46: The Best Approach Page 48: Open-ended Questions Page 49: Practical and Personal Page 51: Flip the Script Pages 54-55: Double Take</p> <p>Friday:</p> <p>Pages 56-58: What Not to Ask Page 58: Price Preference Clues Pages 61-62: The Phone Order Page 64: Nineteenth Hole Company Pages 64-65: Email Draft Page 69: Mid-Unit Knowledge Check</p> <p style="text-align: center;">CHAPTER 1 QUIZ</p>	
<ul style="list-style-type: none"> ✓ Apply customer service techniques and tools ✓ Demonstrate service excellence to ensure repeat business ✓ Review and understand sales goals ✓ Differentiate the various components of retail strategy ✓ Identify and prioritize potential customers ✓ Close and confirm sales ✓ Discuss specifics of the sale 	<p>Monday:</p> <p>Pages 71-72: Turn it Around Page 75: Product Descriptions Page 76: Make a Statement Page 79: Product Demos Page 80: Role Play Demonstrating a Product Page 83: Cross-Selling</p> <p>Tuesday:</p> <p>Page 91: Ask for The Sale Pages 92-93: The Customer Service Scale Page 101: Create Your Own Store Page 102: Sorting and Prioritizing Customers Page 105: Expert vs. Novice Pages 106-107: Creating Promotions that</p>	<p>2</p>

OBJECTIVES	ASSIGNMENTS	WEEK
<p>with the customer</p> <p>✓ Handle sales transactions</p>	<p>Support Goals</p> <p>Pages 109-110: Promotional Strategy Benefits</p> <p>Pages 115-116: Figuring the Discount</p> <p>Wednesday:</p> <p>WORKSHOP: Business Intelligence</p> <p>Pages 117-119: Reading a Graph</p> <p>Pages 121-122: Writing Smarter Goals</p> <p>Page 123: Verbal & Non-Verbal Cues</p> <p>Page 124: Ready or Not?</p> <p>Page 125: Body Language</p> <p>Page 126: Actions Speak Louder</p> <p>Page 129: Product Concerns and Responses</p> <p>Pages 130-131: Responding to The Undecided Customer</p> <p>Thursday:</p> <p>PRESENTATION DUE: Establishing a Consumer Base</p> <p>Pages 133-134: Calculating and Scheduling a Delivery</p> <p>Page 135: Mid-Unit Knowledge Check</p> <p>Pages 138-139: Exercise 13: Closing the Sale Based on Customer Signals</p> <p>Page 140: Think it Through</p> <p>Page 146: Transactions</p> <p>Friday:</p> <p>Page 147: What is a Survey?</p> <p>Page 149: Asking Questions</p> <p>Pages 152-153: Thoughts on Follow-Up</p>	

OBJECTIVES	ASSIGNMENTS	WEEK
	Page 154: Suggesting Alternatives to Returns Pages 155-156: Analyzing Performance Pages 157-158: Analyzing Business Performance <p style="text-align: center;">CHAPTER 2 QUIZ</p>	
<ul style="list-style-type: none"> ✓ Understand the basic functions of inventory control and merchandising ✓ Understand the basic functions of loss prevention and safety ✓ Deter and prevent shoplifting ✓ Address possible safety hazards 	<p>Monday:</p> Page 163: What is Inventory Control? Page 165: Creating a Paper Trail Page 169: Counting Inventory Page 172: Return To Vendors Page 174: Stock Room	3
	<p>Tuesday:</p> Page 175-176: Walk-Through Page 176: What Should You Do? Page 178: Merchandising Page 180: Display Maintenance Pages 181-182: You Be The Judge Page 185: Recap	
	<p>Wednesday:</p> <p>WORKSHOP: Retail Crime Prevention</p> Page 186: Mid-Unit Knowledge Check Page 187: What is Loss Prevention? Page 188: Shoplifting Awareness	
	<p>Thursday:</p> <p>RESEARCH PAPER DUE: Customer Privacy</p> Page 190: Red Flags Pages 191-192: Know When To Report	

OBJECTIVES	ASSIGNMENTS	WEEK
	<p>Page 193: Responding to Alarms Page 196: Loss Prevention Wrap-Up</p> <p>Friday: Page 199: Safety Hazards Page 201: Responding to Safety Hazards Page 205: Safety Recap Pages 206-207: Eyewitness Report</p> <p style="text-align: center;">CHAPTER 3 QUIZ</p>	
<ul style="list-style-type: none"> ✓ Understand the Importance of Common Employability Skills ✓ Recognizing, defining, and studying applied knowledge as well as personal, people, and workplace skills ✓ Write an accomplishment-oriented resume ✓ Record accomplishments and add newly acquired skills to update resumes and social media 	<p>Monday: WORKSHOP: Hard-Skills vs. Soft Skills Page 213: Hiring a New Employee Page 214: Personal Skills Pages 215-216: People Skills</p> <p>Tuesday: WORKSHOP: Skill Set Development Pages 217-218: Applied Knowledge Page 220: Workplace Skills</p> <p>Wednesday: Page 221: What is a Resume? Page 222: Writing Your Resume Step-By-Step Page 229: Resume Critique</p> <p>Thursday: WORKSHOP: Cover Letters and Thank You Notes Page 233: Social Media Content Awareness Pages 234-235: Write Your Cover Letter</p>	4

OBJECTIVES	ASSIGNMENTS	WEEK
	<p>Page 239: Mid-Unit Knowledge Check</p> <p>Friday: WORKSHOP: Using YouTube As An Interviewing Resource</p> <p>Page 241: Online Resources for Interviewing Page 248: Asking the Right Questions</p> <p>CHAPTER 4 QUIZ</p>	
<ul style="list-style-type: none"> ✓ Prepare for an interview ✓ Verbally communicate themselves to a hiring manager during an interview ✓ Examine current network and access ways to increase and maintain contacts ✓ Discover retail career path options 	<p>Monday: WORKSHOP: Online Profiles Page 249: Speed Networking Page 250: Who Is In Your Network?</p> <p>Tuesday: WORKSHOP: Mock Interviews Page 252: My Elevator Pitch</p> <p>Wednesday: WORKSHOP: Retail Career Discovery Page 255: NRF Job Board</p> <p>Thursday: EXAM PREP</p> <p>Friday: EXAMS</p>	<p>5</p>