

Certified Customer Service Specialist Certificate (CCSS)

The five-part Retail Operations course includes specific areas of skill and knowledge: Retail Industry Overview, Customer Service, Selling and Service, Store Operations, and Getting the Job.

Retail Industry Overview

- Become familiar with the strategies employed in interactive learning.
- 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.

Customer Service

- Recognize the importance of actively participating in company-provided product training as well as follow-up training.
- Review and comprehend written and multimedia material pertaining to products or services produced by the employee's company or trade organization.
- Experience testing and demonstrating products or services.
- Study competitors' products or services, including marketing.
- Assess customers' needs.
- Provide exceptional customer service.
- Apply customer service techniques and tools.
- Demonstrate service excellence to ensure repeat business.

Selling and Service

- Review and understand sales goals.
- Differentiate the various components of retail strategy.
- Compare various pricing strategies and policies.
- Identify and prioritize potential customers.
- Follow up with customers.
- Observe customers for buying cues.
- Overcome objections and respond to questions.
- Close and confirm sales.
- Discuss specifics of the sale with customers.
- Handle sales transactions.

Store Operations

- Understand the basic functions of Loss Prevention.
 1. Alerting customers to the sales associate's presence.
 2. Attaching and removing security devices.
 3. Reporting stock shrinkage.
 4. Reporting security violations.
 5. Monitoring floor merchandise.
 6. Properly alerting other sales associates to suspicious customers.

- Understand the basic functions of Inventory Control.
 1. What is meant by inventory control.
 2. The importance of maintaining accurate inventory records.
 3. What to do when inventory arrives in your store.
 4. Terms associated with receiving and pricing inventory.
 5. The steps involved in creating a paper trail.
 6. Reviewing pricing inventory information.
 7. The importance of inventory control systems in maintaining customer satisfaction.
 8. How to locate merchandise for the customer.
 9. The process for preparing returned merchandise for replacement on the sales floor.
 10. How to handle and return damaged items.
 11. How and when to initiate a repair order.
 12. The process for returning stock to vendors.

- Understand the basic functions of safety.
 1. Recognizing common safety problems in retail stores.
 2. How to minimize unsafe conditions for employees and customers.
 3. How to properly respond to and report safety concerns.
 4. Components of a safety plan.
 5. Procedures for dealing with common emergencies.
 6. The information to be recorded following at-work injuries or accidents.
 7. The importance of maintaining accurate records of at-work injuries

- Understand the basic functions of Merchandising.
 1. Identifying the various supplies needed to operate a retail store.
 2. The importance of having organized and well-maintained storage areas.
 3. Merchandising from the customer's point of view.

4. Recognizing and addressing merchandising issues.
5. How to effectively arrange merchandise.
6. How to maintain displays throughout the day.
7. Why and when to replace displays.
8. How customer feedback can be used to improve merchandising.

Getting the Job

- Discover retail career path options.
- Examine the expectations of a variety of career areas within the retail industry.
- Write an accomplishment-oriented resume.
- Effectively communicate with a hiring manager during an interview.
- Examine current networks and access ways to increase and maintain contacts.
- Assess current skills and develop SMART goals to achieve career success.