



NRF Foundation

As the world's largest retail trade association and the voice of retail worldwide, NRF represents retailers of all types and sizes, including chain restaurants and industry partners, from the United States and more than 45 countries abroad. Retailers operate more than 3.6 million U.S. establishments that support one in four U.S. jobs – 42 million working Americans. Contributing \$2.5 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's This is Retail campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation.

The NRF Foundation shapes retail's future by building awareness of the industry through statistics and stories; developing talent through education, experiences and scholarships; and fostering career growth among people who work in retail. The NRF Foundation is the 501(c)(3) nonprofit arm of the National Retail Federation and is funded in part by generous donations from retail industry supporters



Retail Management Training Suite

Target Audience

The Retail Management Training Suite is designed to engage a new Sales Manager or Assistant Manager, but it is also ideal for all retail managers who would like to learn and understand more about the retail business.

Objectives of the Program

The main objective for the Retail Management curriculum is to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

By the end of the training a learner should:

- Be familiar with how the retail industry works
- Understand the areas of accountability for retail management
- Understand how the role of the manager impacts the success of a retail business
- Determine level of interest in pursuing a career in retail management

The Retail Management Training Suite is available on-line and broken into courses for ease of use. Each course takes about 1.5 hours to complete, depending on the learner. The cost is \$300 for the suite per learner for a one-year license. Individual courses can be purchased at a cost of \$50 per learner for a one-year license.

Study Time

9 hours



An Introduction to Retail Management

The Retail Landscape
Retail Categories
Retail category
What Influences Retail Success?
The Retail Business Cycle
The Importance of Planning and the Retail Calendar
The Shopping Experience I
Retailers Compete
The Shopping Experience II
What makes a Great Retail Manager?
People Impacting Success Quiz
Retail People and Positions
Retail Management Knowledge Check

An Introduction to Selling and Service

Introduction to Selling and Service: The Value of Customer Loyalty
The Value of Customer Loyalty
Chain of Retail Success
Customer Loyalty
Know Your Customers
How You Influence Customer Satisfaction
Balancing Customers' Needs
Balancing Customer Expectations Quiz
Internal Customers in Retail
Introduction to Selling and Service: Balancing Customer Expectations
Selling and Service Models
"The Managers Role in Selling and Service"
Selling and Service Game
Selling and Service Quiz
Producing Sales and Service Results
Coaching an Associate on Achieving Sales Results
Planning for Sales Growth and Productivity
Methods for Building the Sales Team
Managing Selling and Service Quiz
Measuring Sales and Service Performance
Using Performance Metrics to Improve Sales and Service
Performance Metrics Quiz
Leadership in Selling and Service
Wrapping it Up Quiz
Knowledge Check

Merchandising

The Merchandise Plan
Merchandise Plan Quiz
Summary
Merchandise Flow
The Merchandise Floor
Visual Concepts
Merchandising Processes and Techniques
Inventory Management
Pricing
Merchandising Knowledge Check

Human Resources

Introduction to Human Resources
The Right People Quiz
What Makes a Good Sales Associate?
The Importance of Staffing
Application Decisions
Reviewing Applications Quiz
Applications Summary
Types of Interviews
Interviewing and Pre-Employment Screening
Steps to Successful Interviewing
Selecting a Candidate
Onboarding
Maximizing Associate Performance
Feedback Quiz
Feedback Summary
Rewards and Incentives
Enhancing Communication
Communicating Quiz
"Spreading and Word to Associates"
Time is Money
HR Knowledge Check

Operations

Financial Aspects of Operations
Operational Elements that Support the Shopping Experience
Customer Experience Quiz
How Staffing Support Operations
Staffing Quiz
Utilization Quiz
Loss Prevention
Loss Prevention Quiz
Summary
Store Safety Quiz
Operations Knowledge Check

Principles of Financial Reporting

A Look at Sales Performance
Sales Performance Quiz
Using the Financial Reporting Tools
Analyzing the Evidence I Quiz
Sales Reports
Analyzing the Evidence II Quiz
Identifying Top Sellers
Drawing Conclusions
Conclusions Quiz
The Business Analysis Process
The Great Shoe Caper I Quiz

Overview

The Great Shoe Caper II Quiz
Going Forward I
Going Forward II
Financial Reporting Knowledge Check

