

2013 RETAIL SERVICES

ACADEMIC		
AA		SPEAKING AND LISTENING
AA	1	Utilize effective verbal and non-verbal communication skills
AA	2	Participate in conversation, discussion, and group presentations
AA	3	Communicate and follow directions/procedures
AA	4	Communicate effectively with customers and co-workers
AB		READING AND WRITING
AB	1	Locate and interpret written information
AB	2	Read and interpret workplace documents
AB	3	Identify relevant details, facts, and specifications
AB	4	Record information accurately and completely
AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, punctuation
AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
AC		CRITICAL THINKING AND PROBLEM SOLVING
AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implement effective decision-making skills
AD		MATHEMATICS
AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD	3	Make reasonable estimates
AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Use deductive reasoning and problem-solving in mathematics
AE		FINANCIAL LITERACY
AE	1	Locate, evaluate, and apply personal financial information
AE	2	Identify the components of a budget and how one is created
AE	3	Set personal financial goals and develop a plan for achieving them
AE	4	Use financial services effectively
AE	5	Demonstrate ability to meet financial obligations
AF		INTERNET USE AND SECURITY
AF	1	Recognize the potential risks associated with Internet use
AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF	3	Practice safe, legal, and responsible use of technology in the workplace
AG		INFORMATION TECHNOLOGY
AG	1	Use technology appropriately to enhance professional presentations
AG	2	Demonstrate effective and appropriate use of social media
AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
AH		TELECOMMUNICATIONS
AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY		
EA		POSITIVE WORK ETHIC

EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrate consistent and punctual attendance
EA	3	Demonstrate initiative in assuming tasks
EA	4	Exhibit dependability in the workplace
EA	5	Take and provide direction in the workplace
EA	6	Accept responsibility for personal decisions and actions
EB		INTEGRITY
EB	1	Abide by workplace policies and procedures
EB	2	Demonstrate honesty and reliability
EB	3	Demonstrate ethical characteristics and behaviors
EB	4	Maintain confidentiality and integrity of sensitive company information
EB	5	Demonstrate loyalty to the company
EC		SELF-REPRESENTATION
EC	1	Demonstrate appropriate dress and hygiene in the workplace
EC	2	Use language and manners suitable for the workplace
EC	3	Demonstrate polite and respectful behavior toward others
EC	4	Demonstrate personal accountability in the workplace
EC	5	Demonstrate pride in work
ED		TIME, TASK, AND RESOURCE MANAGEMENT
ED	1	Plan and follow a work schedule
ED	2	Work with minimal supervision
ED	3	Work within budgetary constraints
ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
EE		DIVERSITY AWARENESS
EE	1	Recognize diversity, discrimination, harassment, and equity
EE	2	Work well with all customers and co-workers
EE	3	Explain the benefits of diversity within the workplace
EE	4	Explain the importance of respect for feelings, values, and beliefs of others
EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognize the challenges and advantages of a global workforce
EF		TEAMWORK
EF	1	Recognize the characteristics of a team environment and conventional workplace
EF	2	Contribute to the success of the team
EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
EG		CREATIVITY AND RESOURCEFULNESS
EG	1	Contribute new ideas
EG	2	Stimulate ideas by posing questions
EG	3	Value varying ideas and opinions
EG	4	Locate and verify information
EH		CONFLICT RESOLUTION
EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implement conflict resolution strategies and problem-solving skills
EH	3	Explain the use of documentation and it's role as a component of conflict resolution

EI		CUSTOMER/CLIENT SERVICE
EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI	2	Identify and address needs of customers/clients
EI	3	Provide helpful, courteous, and knowledgeable service
EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
EI	5	Identify techniques to seek and use customer/client feedback to improve company services
EI	6	Recognize the relationship between customer/client satisfaction and company success
EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
EJ	1	Define profit and evaluate the cost of conducting business
EJ	2	Identify "big picture" issues in conducting business
EJ	3	Identify role in fulfilling the mission of the workplace
EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
EK		JOB ACQUISITION AND ADVANCEMENT
EK	1	Recognize the importance of maintaining a job and pursuing a career
EK	2	Define jobs associated with a specific career path or profession
EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EK	4	Prepare a resume, letter of application, and job application
EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
EK	6	Participate in a job interview
EK	7	Explain the proper procedure for leaving a job
EL		LIFELONG LEARNING
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers
EM		JOB SPECIFIC TECHNOLOGIES
EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Research and identify emerging technologies for specific careers
EM	3	Select appropriate technological resources to accomplish work
EN		HEALTH AND SAFETY
EN	1	Assume responsibility for safety of self and others
EN	2	Follow safety guidelines in the workplace
EN	3	Manage personal health and wellness
OCCUPATIONAL		
OA		ECONOMIC PRINCIPLES AND CONCEPTS
OA	1	Distinguish between economic goods and services

OA	2	Explain the concepts of economic resources (e.g., land, labor, capital, entrepreneurship)
OA	3	Describe the concepts of economics and economic activities
OA	4	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
OA	5	Explain the principles of supply and demand
OA	6	Describe the concept of price
OA	7	Explain the types of economic systems (e.g., capitalism, socialism, communism)
OA	8	Determine the role of government (e.g., regulator, provider of services, competitor, and supporter) in business
OA	9	Explain the concept of private enterprise
OA	10	Identify factors (e.g., economics, human, nature) effecting a business's profit
OA	11	Determine factors affecting business risk
OA	12	Explain the concept of competition
OA	13	Research the competition (products, prices, services)
OA	14	Explain the concept of productivity
OA	15	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
OB		CUSTOMER SERVICE RELATIONS
OB	1	Honor manufacturers' warranties/guarantees
OB	2	Adhere to company return policy
OB	3	Balance responsive phone service with in-store service
OB	4	Identify the purpose of using personalized business cards
OB	5	Explain the purpose of special orders
OC		SALES PROMOTION
OC	1	Identify the impact of advertising and promotions on sales
OC	2	Handle customer returns; transform into new sales
OC	3	Initiate/create special promotions
OC	4	Convert phone calls into sales
OC	5	Encourage customer to open credit accounts and purchase gift certificates
OC	6	Acquire and apply product knowledge
OC	7	Handle customer objections (e.g., boomerang, superior point, demonstration)
OD		SALE CLOSURE
OD	1	Handle transactions and related paperwork
OD	2	Inform customer of return/exchange policy
OD	3	Open, maintain, and close cash register
OD	4	Package merchandise properly
OD	5	Assure that shipping/mailings/deliveries are handled properly
OE		STOCK HANDLING AND INVENTORY CONTROL
OE	1	Check in merchandise against paperwork
OE	2	Assure accurate pricing on merchandise
OE	3	Review stock and re-stock as appropriate
OE	4	Locate merchandise through inventory system
OE	5	Participate in periodic inventory process (i.e., physical or perpetual)
OF		INVENTORY MANAGEMENT
OF	1	Prepare returned merchandise for resale
OF	2	Return inventory to manufacturer/vendor
OF	3	Initiate and/or respond to requests for merchandise transfer
OF	4	Identify damaged items and handle appropriately

OG		STOCK, SELLING, AND CUSTOMER SERVICE AREA
OG	1	Organize and maintain stock and supplies
OG	2	Organize stockroom and storage areas
OG	3	Clean selling and customer services areas
OG	4	Report need for repairs or replacement
OG	5	Organize and display merchandise effectively
OG	6	Maintain displays following company display guidelines
OG	7	Apply proper techniques when dismantling displays
OH		LOSS PREVENTION
OH	1	Alert customer to your presence/availability
OH	2	Attach and remove security devices
OH	3	Account for items after customer use of dressing rooms
OH	4	Report stock shrinkages
OH	5	Report security violations (e.g., shoplifting, pilferage, fraud)
OH	6	Alert sales associates to suspicious customers