Retail Services

ACADEMIC SKILLS

AA SPEAKING AND LISTENING
AA1 Utilize effective verbal and non-verbal communication skills
AA2 Participate in conversation, discussion, and group presentations
AA3 Communicate and follow directions/procedures
AA4 Communicate effectively with customers and co-workers

AB READING AND WRITING
AB1 Locate and interpret written information
AB2 Read and interpret workplace documents
AB3 Identify relevant details, facts, and specifications
AB4 Record information accurately and completely
AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING
AC1 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)
AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC3 Implement effective decision-making skills

AD MATHEMATICS
AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD3 Make reasonable estimates
AD4 Use tables, graphs, diagrams, and charts to obtain or convey information

AD5 Use deductive reasoning and problem-solving in mathematics

**AE FINANCIAL LITERACY**

AE1 Locate, evaluate, and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Use financial services effectively

AE5 Demonstrate ability to meet financial obligations

**AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with Internet use

AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)

AF3 Practice safe, legal, and responsible use of technology in the workplace

**AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective and appropriate use of social media

AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

**AH TELECOMMUNICATIONS**

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks
EA2 Demonstrate consistent and punctual attendance
EA3 Demonstrate initiative in assuming tasks
EA4 Exhibit dependability in the workplace
EA5 Take and provide direction in the workplace
EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures
EB2 Demonstrate honesty and reliability
EB3 Demonstrate ethical characteristics and behaviors
EB4 Maintain confidentiality and integrity of sensitive company information
EB5 Demonstrate loyalty to the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace
EC2 Use language and manners suitable for the workplace
EC3 Demonstrate polite and respectful behavior toward others
EC4 Demonstrate personal accountability in the workplace
EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule
ED2 Work with minimal supervision
ED3 Work within budgetary constraints
ED4 Demonstrate ability to stay on task to produce high quality deliverables on time
EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity
EE2 Work well with all customers and co-worker
EE3 Explain the benefits of diversity within the workplace
EE4 Explain the importance of respect for feelings, values, and beliefs of others
EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers
EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace
EF2 Contribute to the success of the team
EF3 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

EG1 Contribute new ideas
EG2 Stimulate ideas by posing questions
EG3 Value varying ideas and opinions
EG4 Locate and verify information

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH2 Implement conflict resolution strategies and problem-solving skills
EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI2 Identify and address needs of customers/clients
EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

**EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES**

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

**EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

**EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management
EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness
OCCUPATIONAL SKILLS

OA ECONOMIC PRINCIPLES AND CONCEPTS

OA1 Distinguish between economic goods and services

OA2 Explain the concepts of economic resources (e.g., land, labor, capital, entrepreneurship)

OA3 Describe the concepts of economics and economic activities

OA4 Determine forms of economic utility (e.g., time, place, possession) created by marketing activities

OA5 Explain the principles of supply and demand

OA6 Compare various pricing strategies and explain the goals of pricing

OA7 Explain the types of economic systems (e.g., capitalism, socialism, communism)

OA8 Determine the role of government (e.g., regulator, provider of services, competitor, and supporter) in business

OA9 Explain the concept of private enterprise

OA10 Identify factors (e.g., economics, human, nature) effecting a business’s profit

OA11 Determine factors affecting business risk

OA12 Describe ways competition affects business decisions

OA13 Explain the concept of productivity

OA14 Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)

OB CUSTOMER SERVICE RELATIONS

OB1 Compare and contrast warranties/guarantees

OB2 Explain the rationale for various company return policies

OB3 Demonstrate the ability to balance responsive phone service with in-store service

OB4 Identify the purpose of using personalized business cards

OB5 Explain the purpose and procedures for special orders

OB6 Demonstrate proper procedures for handling customer complaints

OB7 Demonstrate the ability to handle customer returns and transform into new sales

OB8 Convert phone calls into sales
OC ADVERTISING AND PROMOTION

OC1 Identify the impact of advertising and promotions on sales

OC2 Identify various forms of sales promotion (e.g., sweepstakes, coupons, contests, specialty products)

OC3 Initiate/create special promotions

OC4 Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)

OC5 Explain the types of advertising (e.g., radio, TV, direct mail, outdoor, newspaper, Internet, social media)

OC6 Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)

OC7 Identify the purpose and types of visual merchandising (e.g., open, closed, room-setting, point-of-sale)

OC8 Explain the importance of the elements of design (e.g., balance, proportion, color, line) in visual merchandising

OD SELLING

OD1 Acquire and analyze product information (e.g., labels, manufacturer, product manuals) used in selling

OD2 Explain the steps of the selling process (e.g., approach, determine needs/wants, present product)

OD3 Prepare for the sales presentation

OD4 Identify methods (e.g., greeting, service, merchandise, combination) of approaching the customer

OD5 Explain how to determine customer needs and expectations in the selling process

OD6 Identify and demonstrate product features/benefits to match customer needs

OD7 Identify effective product presentation techniques (e.g., display, handling, demonstrating sales aids)

OD8 Explain techniques (e.g., boomerang, denial, demonstration) used to convert customer/client objections into selling points

OD9 Identify effective methods (e.g., which, trial, standing-room-only, direct) used in closing a sale

OD10 Explain the methods and benefits of suggestion selling

OD11 Identify the procedures of departure and follow-up (e.g., receipt, reassurance, thank you, phone calls, written correspondence) in the selling process

OD12 Explain the role of customer service as a component of selling relationships

OD13 Explain business ethics in selling
OD14 Identify customer buying motives used in selling
OD15 Interpret business policies to customers/clients
OD16 Demonstrate how to handle transactions and related paperwork when closing a sale
OD17 Explain opening and closing cash register procedures
OD18 Explain proper procedures for packing merchandise
OD19 Encourage customer to open credit accounts and purchase gift certificates/cards

**OE STOCK HANDLING AND INVENTORY CONTROL**

OE1 Explain the process and procedures of receiving merchandise (e.g., receiving, checking, marking)
OE2 Identify various price marking methods (e.g., gum label, hang tag, shelf label)
OE3 Describe stock and re-stock procedures (e.g., LIFO, FIFO, rotation) for merchandise and operating supplies
OE4 Compare and contrast inventory processes (i.e., physical or perpetual)

**OF INVENTORY MANAGEMENT**

OF1 Explain the process of preparing returned merchandise for resale
OF2 Explain the procedures for returning inventory to manufacturer/vendor
OF3 Initiate and/or respond to requests for merchandise transfer

**OG LOSS PREVENTION**

OG1 Identify the importance of loss prevention and its effect on business
OG2 Describe loss prevention methods (e.g., security cameras, ink tags)
OG3 Explain stock shrinkages and the importance of reporting
OG4 Differentiate various types of security violations (e.g., shoplifting, pilferage, fraud, robbery, burglary)
OG5 Demonstrate the ability to follow store policy regarding security violations (e.g., shoplifting, pilferage, fraud)