

NRF FOUNDATION® RISE UP™

28 MILLION OPPORTUNITIES TO SUCCEED

The retail industry is America's largest private-sector employer, offering first jobs, second chances and lifelong careers to millions of people every day.

The NRF Foundation's RISE Up program offers training and credentials that teach foundational skills necessary for career success, from customer service and sales to inventory management and profitability.

Over 400,000 people have earned a RISE Up credential through our alliances with more than 800 training partners across 42 states. Developed in collaboration with over 20 retailers, our industry-recognized curriculum and exams build workplace readiness through training resources loaded with real-world examples and engaging, media-rich activities.



1 IN 3 PEOPLE'S FIRST
JOB IS IN RETAIL

71%

OF MANAGERS ACROSS
ALL INDUSTRIES VALUE
RETAIL EXPERIENCE

“ One of the biggest takeaways my students get from doing the RISE Up program is that retail is so much more than being a cashier. ”

- Derik S., teacher



Learners will be able to:

Retail Industry Fundamentals

Learners who earn this certificate will develop basic customer service skills, math skills to conduct sales transactions and an understanding of the retail industry, its impact on the economy and the diverse jobs available. Best practices for interviewing and exploring career paths are also covered. This course is perfect for someone looking for a first job and/or developing workplace readiness skills.

- Define industry terms and recognize the retail cycle
- Identify the economic impact of retail
- Define and understand customer service and sales skills
- Understand various technology tools used in retail
- Learn industry career paths



Learners will be able to:

Customer Service & Sales

Learners who earn this certification will master customer service and sales skills, including understanding the customer life cycle, developing effective strategies to engage customers, assessing customer needs and closing sales. The course also covers best practices for building resumes and navigating job searches. This course is perfect for someone interested in or currently working in a customer facing role, whether in retail or another industry.

- Understand omnichannel purchase options
- Assess and meet customer needs
- Execute sales and upselling
- Build a resume and then shine in the interview



Learners will be able to:

Business of Retail: Operations & Profit

Learners who earn this certification will understand merchandising, marketing, store operations, loss prevention and workplace safety. Learners will master math concepts, including determining pricing strategies and calculating profit and discounts. The curriculum also covers best practices for how to plan for a career and get promoted. This course is perfect for someone interested in advancing a career or a student needing to better understand how a business is run.

- Understand the full scope of store operations and running a retail environment
- Utilize merchandising and marketing techniques
- Understand the retail profit model and competition
- Recognize retail policies, regulations and safety
- Plan a career in retail

RISE UP CREDENTIALS	RETAIL INDUSTRY FUNDAMENTALS	CUSTOMER SERVICE & SALES	BUSINESS OF RETAIL: OPERATIONS & PROFIT
ELIGIBILITY	15 years of age	15 years of age	15 years of age
LEARNED SKILLS	<p>Industry Certificate</p> <ul style="list-style-type: none"> - Understand the retail industry - Develop job readiness skills - Explore diverse retail jobs - Build basic customer service skills 	<p>Industry Certification</p> <ul style="list-style-type: none"> - Understand the customer journey - Assess and meet customer needs - Make the sale - Prepare for interviews and a career 	<p>Industry Certification</p> <ul style="list-style-type: none"> - Market and merchandise products - Calculate profit and losses - Manage inventory and pricing strategies - Understand loss prevention and workplace safety
ONLINE DELIVERY*	online curriculum & exam \$99	online curriculum & exam \$115	online curriculum & exam \$135
CLASSROOM DELIVERY*	textbook & exam \$99	textbook & exam \$115	textbook & exam \$135
BLENDED DELIVERY*	textbook, online & exam \$135	textbook, online & exam \$155	textbook, online & exam \$175
PRICING OPTIONS	<p>online curriculum \$65</p> <p>textbook \$65</p> <p>instructor guide \$265</p> <p>exam only \$35</p> <p>exam retest \$25</p> <p>remote proctor exam \$45</p>	<p>online curriculum \$65</p> <p>textbook \$65</p> <p>instructor guide \$265</p> <p>exam only \$55</p> <p>exam retest \$25</p> <p>remote proctor exam \$65</p>	<p>online curriculum \$65</p> <p>textbook \$65</p> <p>instructor guide \$265</p> <p>exam only \$75</p> <p>exam retest \$25</p> <p>remote proctor exam \$85</p>
ESTIMATED COURSE DURATION	<p>5 hours online</p> <p>9 hours classroom</p>	<p>14 hours online</p> <p>36 hours classroom</p>	<p>11 hours online</p> <p>28 hours classroom</p>
EXAM DETAILS**	50 multiple-choice questions delivered online - untimed non-proctored exam	75 multiple-choice questions delivered online - 90 minutes proctored exam	75 multiple-choice questions delivered online - 90 minutes proctored exam
RENEWAL REQUIREMENTS	never expires	every 3 years renewal fee \$25	every 3 years renewal fee \$25

* For bundled and bulk discount options and additional questions please reach out to RISEUp@NRF.com

**ADA accommodations by request

PREPARING AMERICA'S WORKFORCE

825
FACILITATOR
SLIDES

200+
KNOWLEDGE
CHECKS

851
PAGES OF
CURRICULUM

148
ACTIVITIES



76
VIDEOS

RETAILER SUPPORT

RISE Up is supported by many retail companies, including:

Ascena Retail Group
Ashley Stewart
BJ's Wholesale Club
Brooks Brothers
Burlington Stores
Qurate Retail Group
Tractor Supply Company
Target
Under Armour

The Container Store
Disney Store
H&M
The Home Depot
Kohl's
The Kroger Co.
The Wendy's Company
Williams-Sonoma Inc.
Vera Bradley

L.L.Bean
Lowe's Companies Inc.
Macy's Inc.
Neiman Marcus Group
Nordstrom
Pilot Flying J
White Castle
Walmart Inc.

NONPROFIT & EDUCATION PARTNERS

More than 800 organizations deliver RISE Up training and credentials to their local communities. Partners include Dress for Success, Chicago Cook Workforce Partnership Generation, Goodwill Industries, Akron Public Schools and Lafayette Parish School System.