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. Best practices for building resumes and navigating job searches are also covered.

This course is perfect for someone interested in or currently working in a customer facing role, whether in retail or another industry.

**LEARNING CONCEPTS**

These learning concepts offer a general overview of the content areas covered in the Customer Service & Sales curriculum. They are not an exhaustive list of the content nor its learning objectives, but serve to categorize the curriculum for each module.

- What is Retail?
  - Multichannel and Omnichannel Retailing
  - Distribution Channels and Retail Ownership
  - The Economic Impact of Retail
- Understanding the Customer
  - Customer Mindsets
  - The Customer Loyalty Life Cycle
  - Consumer Behavior, Including Technology
<table>
<thead>
<tr>
<th>The Value of Customer Service</th>
<th>Company Brand and Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Quality Customer Service</td>
</tr>
<tr>
<td></td>
<td>The Impact of Poor Customer Service</td>
</tr>
</tbody>
</table>

### Know Before You Sell

#### Knowing Products and Services
- Features and Benefits
- Product Knowledge and Customer Service
- Continuous Learning

#### Knowing the Customer
- Connecting with the Customer
- Customer Needs and Interests
- Listening to Customers and Confirming Their Needs

### Selling and Service

#### Meeting the Customer's Needs
- Customer Loyalty and Personalized Service
- Comprehensive Solutions and Add-on Services
- Overcoming Objections

#### Making the Sale
- Processing and Completing the Transaction
- Cash Transactions and Making Change Correctly
- Debit, Credit, and Mobile Payments
### Performing Your Best

| Furthering Your Customer Service Skills | Non-Verbal Communication  
|                                        | Handling Multiple Customers  
|                                        | Addressing Customer Complaints, Exchanges, and Returns  
| Your Brand Is You                      | Employability Attributes and Professionalism  
|                                        | Foundational Knowledge  
|                                        | Communication Styles  
| Professionalism in the Workplace       | Teamwork and Problem Solving  
|                                        | Developing Goals  
|                                        | Technology and Time Management  

### Workplace Readiness

| Finding the Job | Entry-Level Retail Jobs: Goals and Expectations  
|                | Searching for Jobs Online (Social Media)  
|                | Building and Maintaining Your Network  
| Getting the Job | Crafting an Accurate Resume  
|                | Using an Online Job Application  
|                | Shining in an Interview  
| Growing Your Skills | Receiving and Applying Feedback  
|                    | Building Your Career in Retail  
|                    | Personal Career Planning  

**REMOVED:** Inventory Control, Merchandising and Loss Prevention content has been moved to the Business of Retail: Operations and Profit credential to allow for additional customer service and sales content.
EXAM BLUEPRINT

The below table provides an overview of the areas (domains) that are most important to be included in the exam and which emphasis is given to each. The domains correspond to knowledge and skills acquired by a learner who has earned the Customer Service & Sales Certification. These domains have been identified through a job task analysis and validate the necessary tasks needed for someone to succeed within that job role. The listed domains should not be considered an exhaustive list of the content covered in the curriculum.

<table>
<thead>
<tr>
<th>Customer Service &amp; Sales</th>
<th>Percent of the Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learns About Company Products and/or Services</td>
<td>16%</td>
</tr>
<tr>
<td>Develops Selling Skills to Meet Customer Need</td>
<td>22%</td>
</tr>
<tr>
<td>Educates the Customer, Gains Commitment and Closes the Sale</td>
<td>32%</td>
</tr>
<tr>
<td>Further Your Customer Service Skills</td>
<td>24%</td>
</tr>
<tr>
<td>Prepares for Selling</td>
<td>6%</td>
</tr>
</tbody>
</table>