

Retailing

Customer Relations **CR**

Foster positive relationships with customers to enhance company image.

- 1 Explain the nature of positive customer relations **CR:003**
- 2 Demonstrate a customer service mindset **CR:004**

Resolve conflicts with/for customers to encourage repeat business.

- 3 Handle difficult customers **CR:009**
- 4 Handle customer/client complaints **CR:010**

Marketing **MK**

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

- 1 Explain factors that influence customer/client/business buying behavior **MK:014**

Acquire an understanding of marketing's role and function in business to facilitate work among departments.

- 2 Distinguish between retailing and marketing **MK:003**
- 3 Explain the importance of merchandising to retailers **MK:020**

Operations **OP**

Implement security policies/procedures to minimize chance for loss.

- 1 Explain policies/procedures for handling shoplifters **OP:122**

Prepare registers/terminals for sales operations.

- 2 Prepare cash drawers/banks **OP:194**
- 3 Open/Close register/terminal **OP:195**

Acquire foundational knowledge of distribution to understand its role and function.

- 4 Explain the nature and scope of distribution **OP:522**

Implement receiving processes to ensure accuracy and quality of incoming shipments.

- 5 Explain the receiving process **OP:384**
- 6 Explain stock-handling techniques used in receiving deliveries **OP:385**
- 7 Process incoming merchandise **OP:386**
- 8 Resolve problems with incoming shipments **OP:387**

Utilize stock-handling procedures to process incoming inventory.

- 9 Attach source and anti-theft tags **OP:389**
- 10 Price mark merchandise **OP:390**
- 11 Route stock to sales floor **OP:394**
- 12 Rotate stock **OP:395**
- 13 Process returned/damaged product **OP:396**

Utilize warehousing procedures to store inventory until needed.

- 14 Explain storing considerations **OP:400**
- 15 Explain the nature of warehousing **OP:401**
- 16 Store inventory **OP:402**

Understand transportation processes to move products through the supply chain.

- 17 Explain shipping processes **OP:405**

Utilize inventory-control methods to minimize costs and to meet customer demand.

- 18 Maintain inventory levels **OP:407**
- 19 Report out-of-stocks **OP:408**
- 20 Complete inventory counts **OP:409**
- 21 Describe inventory control systems **OP:413**

Professional Development **PD**

Acquire information about merchandising to aid in making career choices.

- 1 Explain the evolution of retailing **PD:148**
- 2 Describe the role of merchandisers in retailing **PD:128**

Understand career opportunities in retailing to make career decisions.

- 3 Identify career opportunities in retailing **PD:038**

Product/Service Management **PM**

Utilize assortment-mix strategies to create maximum mix of products at minimum cost.

- 1 Plan merchandise assortment (e.g., styling, sizes, quantities, colors) **PM:254**

Develop merchandise plans (budgets) to guide selection of retail products.

- 1 Identify emerging trends **PM:257**
 - 2 Plan stock **PM:062**
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Promotion PR

Employ visual merchandising techniques to increase interest in product offerings.

- 1 Explain the use of visual merchandising in retailing PR:023
 - 2 Distinguish between visual merchandising and display PR:302
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Implement display techniques to attract customers and increase sales potential.

- 1 Explain types of display arrangements PR:026
 - 2 Maintain displays PR:052
 - 3 Dismantle/Store displays/display fixtures/forms PR:054
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Selling (SE)

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

- 1 Establish relationship with customer/client SE:110
 - 2 Determine customer/client needs SE:111
 - 3 Recommend specific product SE:114
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Implement support activities to facilitate the selling process.

- 4 Process returns/exchanges SE:162
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Collect payment from customer to complete customer transaction.

- 5 Process sales transactions (e.g., cash, credit, check) SE:329
- 6 Operate register/terminal SE:153