

## What's Included

- A day-by-day curriculum with training objectives, activities, and reproducible handouts
- Student workbooks
- A user-friendly teacher's manual
- A support guide for developing internships with business partners
- Retailing Smart Series – workbooks focusing on personalized customer service (optional)
- Customized training for your staff by nationally-certified facilitators
- Specialized technical assistance before and after the training

*“EFF's comprehensive approach aligns itself with retail's continuing effort to improve the caliber and performance of its workforce...It is one that should be emphatically embraced by the business community.”*

—Dan Roy, President, Priority Retail Inc., Texas

Developed by Equipped for the Future in partnership with the National Retail Federation Foundation



For pricing and training information, call us at  
**865-974-8426**

email us at  
**eff@utk.edu**

**EFF Center for Training and Technical Assistance**  
Operated by the Center for Literacy Studies,  
The University of Tennessee

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# Preparing for Careers in Sales and Service

## Blending Basic Skills and Industry Standards

*Developed by Equipped for the Future in partnership with the National Retail Federation Foundation*



## History

*A complete curriculum and training package that blends basic skills with industry standards to prepare adults for entry-level positions in retail sales and customer service*

**P**reparing for Careers in Sales and Service is a joint effort

between the National Retail Federation (NRF) Foundation and the Equipped for the Future Center for Training and Technical Assistance, located at the University of Tennessee's Center for Literacy Studies.



The National Retail Federation Foundation is the education and research arm of the National Retail Federation, the world's largest retail trade association. Membership comprises all retail formats including department, specialty, discount, catalog, Internet, and independent stores. NRF represents an industry with more than 1.4 million U.S. retail establishments, more than 20 million employees—about one in five American workers—and 2003 sales of \$3.8 trillion.

The EFF Center for Training and Technical Assistance develops and disseminates training, materials and technical assistance that support the integration of EFF Standards and

## Key Features

*Preparing for Careers in Sales and Service blends basic skills with industry skill standards to prepare adults for entry-level positions in retail sales and related customer service.*

- Total curriculum and training package
- 4-week/120-hour course for English speaking adults
- 6-week/180-hour course for limited English proficient adults
- Optional, but highly recommended, internship component
- Flexible program that can be adapted to your specific needs
- Excellent work readiness program for Welfare to Work participants
- Great addition to your workplace education menu
- Proven success in student retention and increased basic skills\*
- High marks from employer satisfaction surveys\*

\* based on Texas ESOL Pilot Project, 2003

standards-based practices into instruction, assessment, and program management. The Center is sponsored and partially funded by the National Institute for Literacy and operated by the University of Tennessee's Center for Literacy Studies.

### Why Sales and Service?

Total employment in the United States is projected to increase by 22.2 million jobs over the next ten years. A significant number of those jobs will be in the sales and service industry. New emphasis on career opportunities shows how these entry-level positions build a multitude of skills and career options.

Employers need workers with a strong foundation of transferable skills—the ability to communicate effectively with the public, solve problems, make appropriate decisions, and work together as members of a team. By offering your adult learners both the foundational and work-related skills for productive employment in sales and service, you are providing them with opportunities to experience success in the job market.

Participants in the course also will have access to National Professional Certification in Customer Service, a portable credential that signifies competence in essential customer service knowledge and skills.

#### WHAT OUR CUSTOMERS HAVE SAID

*"They (students) picked up on our operations very quickly. They were very thorough in tasks. We loved them so much we offered them positions here at Jones New York."*

—Store Manager

*"The content of the course was excellently prepared and ready for teaching."*

—Instructor

*"This program has been a tremendous help for me. I have learned to believe in myself!"*

—ESOL student

## Preparing for Careers in Sales and Service

### Combining EFF and Industry Skill Standards

The National Sales and Customer Service Skill Standards, created under the direction of the National Retail Federation, include seven critical work functions, such as learning about products or services, assessing and meeting customer needs, and gaining customer commitment.

To perform these functions, sales associates need to communicate well, observe critically, guide customers, work in teams, plan and solve problems, and evaluate a variety of situations faced in the workplace. These skills align directly with the Equipped for the Future (EFF) Content Standards.

By integrating the industry skills training with the EFF framework, participants receive not only a thorough preparation course to ready them for the national Professional Customer Service certification exam, but also the transferable skills needed to function well in environments outside of work—with family and in the community. Participants become competent and confident in pursuing professional and personal goals.



#### Potential Partners with Adult Education

Shopping Malls

Restaurants

Motel Chains

Hospitals

Department Stores

State and Local Human Service Agencies

Local Workforce Investment Boards

One Stops

City and County Governments

### Training and Approach

- **Complete package** – curriculum, training on its use, follow-up technical assistance.
- **Customized to your needs** – get what you want the way you want it!

We believe that training should be engaging, inspiring, and include practical examples that can be applied for immediate results. That's why you will find our customized training of your staff so beneficial. Our nationally-certified trainers break information down into digestible pieces that enable participants to internalize concepts. We provide just the right mixture of interactive, creative adult learning techniques (team exercises, roleplays, discussion, and reinforcement) for immediate application and long-term retention.

We also do not forget about you after you leave the training. **You decide how much technical assistance you need, and we provide it!** Call us to find out how we can customize training and technical assistance specifically to meet your needs and resources.

For pricing and training information, call us at **865-974-8426**

or email us at [eff@utk.edu](mailto:eff@utk.edu)