



Customer Service and Sales

September 29, 2017

Certifying Organization	National Retail Federation (NRF) Foundation: https://nrf.com/career-center/certifications-and-training
Description of Credential	The Customer Service and Sales Certification measures a candidate's ability to learn about products or services, assess and meet customer needs, educate customers, and provide ongoing support. The certification is appropriate for anyone interested in obtaining a job or pursuing a career in retail and other industries that value customer service and sales skills.
Part of which Graduation Pathways ¹	<u>Integrated:</u> Hospitality, Tourism, Culinary and Retail Integrated Pathway <u>Regional:</u> Business Management Regional Pathway, Public Service Regional Pathway This credential also serves as a complementary credential on a variety of graduation pathways.
Associated with Which Careers?	<u>4 Star:</u> Food Service Manager; Lodging Manager, First-Line Supervisor of Retail Workers, Store Manager, Assistant Store Manager <u>3 Star:</u> Customer Service Representative; First-Line Supervisor of Food Prep and Serving Workers, Housekeeping and Janitorial Workers, Personal Service Workers, <u>2 Star:</u> Hotel Desk Clerk; Tour Guide and Escort; Travel Agent
Entry-Level Annual Salaries	\$16,000 - \$48,000
Industry-Based Certification Requirements: Students	
Standard / Curriculum	<p>Customer Service and Sales Skills Standards:</p> <p>Learns About Products and/or Services</p> <ul style="list-style-type: none"> • Seeks out and participates in training opportunities to support products, services and to further develop customer service skills. • Remains current regarding products, services, and industry standards. • Tests or samples products and/or services to build recommendations for customers. • Researches and reviews relevant data on competitors' products and/or services. • Arranges service recovery and handles service failures. <p>Assess and meet customer needs</p> <ul style="list-style-type: none"> • Greets and engages the customer in a personal and professional manner. • Assesses the customer's needs while determining the customer's knowledge of products or services to promote customer loyalty. • Listens attentively and responds effectively to customers' comments and questions. • Identifies the customer's budget through active listening. • Uses customer feedback to improve customer satisfaction. <p>Educates Customers</p> <ul style="list-style-type: none"> • Explains levels of product or service value to customers in a way that is relevant to their needs. • Recommends comprehensive solutions, products, services, and related items based on customer needs. • Educates customer about service policies and related resources (e.g., returns, warranties, guarantees, service plans, support plans, instruction). • Knows when to ask for help, support, and advice <p>Advanced Customer Service and Sales Skills Standards:</p> <p>Prepares for Selling</p> <ul style="list-style-type: none"> • Remains knowledgeable of sales goals, their implications, and how they are based on current and past performance. • Supports development and execution of strategy for selling products and/or services. • Serves as an expert regarding relevant company and industry pricing strategies, company policy, regulatory compliance, product knowledge, and company services.

	<ul style="list-style-type: none"> Identifies needs and characteristics of customers within the target market and customizes sales approach. <p>Gains Customer Commitment and Closes Sale</p> <ul style="list-style-type: none"> Listens and/or observes customer for verbal or non-verbal cues indicating purchase intent. Identifies and suggests additional products and services to the customer that complement the sale. Discusses specifics of the sale (e.g., delivery and/or installation date, financing, warranties, and product protection plan). Confirms sale information with the customer. Completes sales transaction with the customer. <p>Develops and Implements a Sales Follow-Up Plan</p> <ul style="list-style-type: none"> Follows up with customers regarding suggestions for future purchases. Suggests alternative products/services in lieu of return. Evaluates the effectiveness of sales and marketing strategies and takes appropriate action. Evaluates the effectiveness of merchandising plans and takes appropriate action. <p>Curriculum</p> <p>Additional information: Customer Service and Sales Fundamentals textbook: Certification and Training Frequently Asked Questions: (Scroll to bottom of page)</p> <p>Chapters 1, 2, and 4 cover the content on the basic Customer Service and Sales Certification exam. Chapters 1-4 should be studied/reviewed for the Advanced Customer Service and Sales Certification exam.</p>					
Testing Methodology	Paper?	No	Online?	Yes	Performance Exams / Tests?	No
Re-Testing (if available)	Re-Testing Procedures	Student is able to re-test after a 15 minute wait period.			Max Attempts	Unlimited
Testing Details (including any age requirements / accommodations)	<p>According to the NRF Foundation, age eligibility to sit for the Customer Service and Sales exam has changed. All learners must be at least 15 years old OR are in the 10th grade and over the age of 13. The exam is 90-minutes and consists of 75 questions.</p> <p>ACCOMMODATIONS: All accommodation are requested and reviewed by the learner and their proctor via the RISE account. For more information on testing tips, retesting and accommodations, see "Certification Handbook."</p>					
<p>Industry-Based Certification Requirements: Teachers</p> <p><i>Bulletin 746, Chapter 5: All Louisiana teachers providing instruction in a course that leads to an IBC must hold the certification that they're teaching students to attain.</i></p>						
Instructor Certification Requirements (by certifying agency)	<p>The NRF Foundation does not require instructors to obtain the certification themselves— though it is highly recommended. However, according to Louisiana Bulletin 746, Chapter 5: All Louisiana teachers providing instruction in a course that leads to an IBC must hold the certification that they're teaching students to attain.</p>					
Proctoring / Test Security (if any)	<p>The test must be administered in a proctored environment, and all proctors must complete an online training (approximately 45 minutes) through Castle Worldwide, the 3rd party test administrator. Proctor manual for the NRF Foundation's RISE Up Credentials.</p>					



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Certification Tracking						
Credentialing Documentation	Each student must register for the exam with his or her unique email address. Upon successfully passing the exam, a digital badge is sent directly to student's designated email. The test results do not come to the teacher. The student can easily share the badge on social media, in an electronic job application, on his/her resume, or by sending a link. Learn more about digital badges at https://nrf.com/career-center/certifications-and-training/digital-badges .					
Certification Tracking System	Online Tracking System?	Yes		Details	Each student may access his/her account for any changes to their contact information and for renewal information.	
Other Details	Expiration Timeframe?	Certification is valid for 3 years; certification renewal costs \$25, and the <u>renewal form</u> and fee are submitted to Castle Worldwide. For more information on the certification process and maintenance see " Certification Handbook ."				
Certification Costs / Funding Sources						
Cost Details	<p>Testing vouchers and curriculum can be purchased directly from the NRF Foundation. Customer Service and Sales testing vouchers cost \$55 per voucher if purchased by the school/teacher; \$90 per voucher if purchased by the student. While, Advanced Customer Service and Sales costs \$45 if purchased by the school/teacher and \$85 if purchased by the individual student. All voucher purchases are non-refundable and expire one year from the month issued. The <i>Customer Service and Sales Fundamentals</i> textbook comes in a student and a teacher's edition, and also come available in a classroom set. Pricing is as follows:</p> <p>Customer Service and Sales Fundamentals (Student) — \$65 each Customer Service and Sales Fundamentals (Teacher) — \$265 each Customer Service and Sales Fundamentals (Classroom Set - contains 15 Student books and 1 FREE Teacher's book) — \$975</p>					
Re-test / Refund Policies	Candidates may retake the exam after a 30-day waiting period, using a new voucher. The retest cost per voucher is \$35. To request a retest voucher, the proctor or teacher should email the candidate name and testing location to certinfo@nrf.com .					
Funding Sources ²	CDF?	No	Perkins?	Yes	Alternative Source (other than General Funds)	
For More Information						
Certifying Agency Contact Info	Certifying Agency Contact: NRF Foundation 1101 New York Avenue NW, Washington, DC, 20005 1-844-NRF-EXAM FAX (202) 737-2849 Testing Contact: Castle Worldwide 1-844-NRF-EXAM or nrffoundation@castleworldwide.com					
LDE Contact	JumpStart@La.Gov					
Jump Start Regional Team Experts	TBD					

1 – This table may not include all the graduation pathways this credential appears in. Please check the [graduation pathway](#) you are working with if you have a question as to whether or not this credential is part of that pathway.

2 – CDF = [Career Development Fund](#)