

Retail Training Program

Course Syllabus

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Course Description

The Miracle Center Retail Training Program is designed to help those that are unemployed or underemployed develop the skills necessary to be successful in a retail career. Our students will receive a nationally recognized certification in customer service and sales. This certification offers advantages in securing employment in the retail industry and is presented by the National Retail Federation. It was developed by a coalition of retailers, such as Target, Kroger, Burlington, Nordstrom, Lowe's, Under Armour, Walmart, and many others.

Along with this certificate training Miracle Center will ensure that every student experiences the unmitigated love of God along with everything they need to rebuild their lives. First, a needs assessment will help us understand the obstacles to a student's immediate and long-term success. Partnering with the student in overcoming these obstacles will include a life management coach and a master's level counselor. Miracle Center's program will include character development skills to help our students navigate both their career path, and their life path. Corporate-level certificate courses (SMART Goals, Conflict Resolution, Time Management, Conflict Resolution, etc.) will give students the ability to develop the skills necessary to thrive in any career that they ultimately choose. Finally, students will be enrolled in an 18-month after-care program with on-going support as they enter the workforce. All of these programs will afford every student the best opportunity to be successful. Not only in the short term, but more importantly, in the long term.

Dress Code

All students will be provided with the necessary uniforms at the start of class. Along with the uniforms, pants and closed toe shoes must be worn. If the student needs help getting pants and shoes the retail program will help them get what is needed to be successful in this course.

NRF Certification Exam

This is a proctored exam, and the student must score over 70% to receive the nationally recognized certification.

Expectations and Guidelines

- Miracle Center is a drug and alcohol-free campus. This includes marijuana
- Personal hygiene must be good and considerate of others
- If sick with a temperature, cough, vomit, or diarrhea do not attend class
- Profanity is prohibited
- Attendance and punctuality are a must. Excessive absences will result in having to retake the course
- No headphones during course hours
- No cell phones to be used during course hours

Americans with Disabilities Statement

Students with documented disabilities who may need special instructional accommodations or who may need special arrangements in the event of an evacuation should notify the instructor prior to the first day of class.

Non-Discrimination Policy

The Miracle Center is an affirmative action, equal opportunity organization. It is the policy of the Miracle Center Board of Directors that there will be no discrimination or harassment on the basis of age, disability, gender, marital status, national origin, race, religion, sexual orientation, or veteran status in any educational programs, activities or employment.

Graduation Guidelines

- Completed 400 hours of class and hard skills training
- Attend all required classes (unless absence was approved)
- Participate in assigned projects and tests
- Pass Miracle Center course work with 60% proficiency or greater
- Pass NRF Certification with a 70% proficiency or greater

Retail Training Program Schedule

Week 1

Introduction to Retail

- ❖ **What is Retail?**
 - Multichannel and Omnichannel Retailing
 - Distribution Channels and Retail Ownership
 - The Economic Impact of Retail

- ❖ **The Retail Product Cycle**
 - Product and Service Selection
 - Product Allocation and Distribution
 - Selling, Pricing and Customer Service

Introduction to Customer Service & Sales

- ❖ **Customer Service Skills**
 - Retail Associates and Company Brand
 - The Customer Loyalty Life Cycle
 - Retail and Technology

- ❖ **Sales Basics**
 - Connecting with the Customer
 - Understanding Customer Needs and Interests
 - Personalizing Service and Completing the Sale

Week 2

Retail Operations

- ❖ **Retail Operations Basics**
 - Inventory, Marketing, Technology & Tools
 - Retail Stores, Grocery Stores, Fast Food Restaurants
 - Distribution Centers

- ❖ **Loss Prevention**
 - Internal & External Theft
 - Operational Errors
 - Vendor Fraud

- ❖ **Workplace Safety**
 - Common Safety Problems
 - First Aid
 - Emergency Situations

Retail Training Program Schedule

❖ Dollars and Sense

- Gross Profit vs. Net Profit
- Profit Margin
- Operating Expenses vs. Cost of Goods Sold

Workplace Readiness

❖ Being Professional

- Professional Look and Employability
- Effective Communication and Accountability
- Technology and Time Management

❖ A Place for You

- RISE Up and the Retail Industry
- Entry-Level Retail Jobs: Goals and Expectations
- Online Job Applications and Succeeding in Interviews

Week 3

Customer Service & Sales I

❖ Understanding the Customer

- Customer Mindsets
- The Customer Loyalty Life Cycle
- Consumer Behavior, Including Technology

❖ The Value of Customer Service

- Company Brand and Culture
- Quality Customer Service
- The Impact of Poor Customer Service

Customer Service & Sales II

❖ 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

Retail Training Program Schedule

Week 4

Customer Service & Sales III

- ❖ **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

Customer Service & Sales IV

- ❖ **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

Week 5

- ❖ **Professionalism in the Workplace**
 - Teamwork and Problem Solving
 - Developing Goals
 - Technology and Time Management

Customer Service & Sales IV

- ❖ **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

Retail Training Program Schedule

❖ Growing Your Skills

- Receiving and Applying Feedback
- Building Your Career in Retail
- Personal Career Planning