



RETAIL CAREER PATHWAYS

PARTNERING FOR A SUCCESSFUL FUTURE



Goals of the Program

- Increase Labor Pool
- Increase the number of Mainers earning credentials
- Increase average wages
- Increase career advancement opportunities
- Introduce career pathways to students
- Educate employers on skills-based focused job descriptions
- Collaborative learning experiences for business partners

The partnership between the business & educational sectors is key to the success of this grant program.

*RISE Up Credentials available to students:
These courses can be taken online or in person.*

All course fees are covered under the partnership grant.



NRF FOUNDATION
RISEUP

**RETAIL INDUSTRY
FUNDAMENTALS**
SPECIALIST

5 hours on-line
9 hours classroom



NRF FOUNDATION
RISEUP

**CUSTOMER
SERVICE & SALES**
CERTIFIED SPECIALIST

14 hours on-line
36 hours classroom



NRF FOUNDATION
RISEUP

**BUSINESS OF
RETAIL**
CERTIFIED SPECIALIST

11 hours on-line
28 hours classroom



NRF FOUNDATION
RISEUP

**WAREHOUSE,
INVENTORY & LOGISTICS**
SPECIALIST



5 hours on-line
9 hours classroom

Define industry terms,
recognize the retail cycle and
identify the economic impact
of retail

Define and understand
customer service and sales
skills

Understand various
technology tools used in retail

Learn industry career paths



- Hands-on activities have proven effective for skill development.
- Provide learners with a safe environment to practice, identify performance errors, and correct them.



Understand omnichannel purchase options

Understand the customer life cycle

Assess and meet the customer needs

Sales and upselling

Build a resume and then shine in the interview



Sample Content



Understand the full scope of store operations and running a retail environment

Merchandising and marketing

Retail profit model and competition

Policies, regulations and safety

Plan a career in retail





EXERCISE 25
Visual Merchandising

Review the image and answer the questions that follow.

Wegmans Produce Wet Rack



1. What do you like about the visual merchandising in this display?

2. What would you change?

3. What message does the display send to customers?

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Tracking and Maintaining Inventory



Inventory can be tracked in two basic ways:

1. **Perpetual Inventory:** Each item is tracked, in real time, as it enters and exits total inventory. For example, suppose 12 blue beach towels are received into a store's inventory; as each one is scanned and sold using a register, the number of blue beach towels on hand is reduced in real time. If a towel is returned, it is added back into on-hand inventory. Most large retailers today use perpetual inventory. Usually once per year, even a store using a perpetual inventory system needs to have a physical count.
2. **Periodic Inventory:** Using a predetermined schedule, the total value of the inventory is counted and compared to the inventory value from the beginning of the period. Most grocery perishable departments (such as meat, seafood, produce, deli, bakery and floral) and pharmacies use periodic inventory and conduct a physical count once per month or once per quarter. Some other retailers use this process as well.

Retailers may use a combination of the two methods if it makes financial sense for their inventory assortment. This may be the case, for example, at a large discount department store with general merchandise, perishable groceries and a pharmacy.

Warehouse Inventory Control & Logistics

Five Modules

- Discovering the Warehousing World
- Warehousing Operations
- Warehouse Management
- Warehouse Planning, Design & Strategic Principles
- Planning a Career in Warehousing





94%

— **AGREE** —

A RISE UP CREDENTIAL
HELPS THEM **FEEL MORE
CONFIDENT APPLYING
FOR JOBS**

93%

— **AGREE** —

A RISE UP CREDENTIAL
**WILL HELP THEIR
FUTURE CAREER
SUCCESS**

92%

— **AGREE** —

A RISE UP CREDENTIAL
**GIVES THEM MORE
CAREER OPTIONS**



JMG
WE BELIEVE IN MAINE STUDENTS

"I was quick to pick up on concepts during my on-the-job training because it was related to topics that were covered through RISE UP" - Old Town.

"RISE UP was beneficial to me with customer service while helping students in the technology world" - Old Town.

"The accreditation, helped me to be knowledgeable in the inside terminology, and actually put into practice what I learned" - MCI participant.

The logo consists of a stylized square made of four colored segments: top-left is yellow, top-right is green, bottom-left is red, and bottom-right is white. To the right of this icon, the words "RETAIL CAREER" and "PATHWAYS" are stacked in a bold, dark blue, sans-serif font.

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To learn more about a career in retail visit
www.retailcareersforme.com

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Credentials & Training

Career Opportunities

Success Stories

Career Paths



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