

Retail Trades Competencies

1. **COMMUNICATION SKILLS**
 - a. Understands customers' store personalities/needs
 - b. Demonstrates telephone skills
 - c. Demonstrates writing skills-including computer skill development
 - d. Understands the Internet
 - e. Understands body language
 - f. Understands salesmanship personality development

2. **MATHEMATICS FOR SALES/MERCHANDISING**
 - a. Demonstrates mathematical concepts
 - b. Understands commissions, percentages, and calculates discounts
 - c. Demonstrates 10-key calculator operation skills
 - d. Understands Mark-ups/downs and profit margins

3. **SALES SYSTEM FUNDAMENTALS AND OPERATIONS**
 - a. Demonstrates use of cash register and change-making procedures
 - b. Understands layaways, invoices, and credit card processing
 - c. Demonstrates computerized systems

4. **RETAIL BUSINESS KNOWLEDGE**
 - a. Understands bartering system and basics of economics
 - b. Understands shipping/receiving methods
 - c. Understands inventory methods (and value of accuracy)
 - d. Understands customer, employee, and employer protection laws
 - e. Understands types of retail businesses
 - f. Understands salesmanship

5. **VISUAL MERCHANDISING, ADVERTISING AND PROMOTION**
 - a. Understands basics of sales promotion
 - b. Understands types of store displays
 - c. Analyzes and creates commercials and radio ads
 - d. Creates window displays at job site

6. **RETAILING AS A CAREER**
 - a. Understands personnel from management viewpoint
 - b. Understands how to prepare for a retail career
 - c. Understands grooming for advancement

7. **ENTREPRENEURSHIP**
 - a. Understands fundamental requirements to start a business
 - b. Understands economics and small business
 - c. Understands revenue/expenses and gross profit/net profit
 - d. Understands time cards, payroll and overtime calculations

8. ESSENTIAL EMPLOYABILITY SKILLS/CAREER PREPARATION STANDARDS
 - a. Demonstrates personal skill development (positive attitude, honesty, self-confidence, and time management)
 - b. Demonstrates effective interpersonal skills (group dynamics, conflict resolution, and negotiations)
 - c. Demonstrates academic skills, critical thinking and problem-solving in the workplace
 - d. Demonstrates effective communication
 - e. Demonstrates occupational safety issues and observe all safety rules
 - f. Demonstrates career awareness and knowledge of pathways
 - g. Demonstrates ability to adapt to changing technology
 - h. Demonstrates ability to prepare for employment (resume, job application, job interview, and portfolio development)