



nrf.com/riseup

NRF
FOUNDATION®

The NRF Foundation shapes retail's future by building awareness of the industry through statistics and stories; developing talent through education, experiences and scholarships; and fostering career growth among people who work in retail. The NRF Foundation is the 501(c)(3) nonprofit arm of the National Retail Federation and is funded in part by generous donations from retail industry supporters. NRF.com/Foundation.



RISEUP

**Retail training
and credentials
to help you build
a lifelong career**

WHAT IS RISE UP?

RISE Up is a training and credential program created by the retail industry and the NRF Foundation to help you develop the skills you need to secure a job in retail and advance into a promising career. We offer three credentials:

**Retail Industry
Fundamentals**

**Customer Service
and Sales**

**Advanced Customer
Service and Sales**

PROGRAM BENEFITS

RISE Up gives you the education and the skills to get a job and develop a career that lasts a lifetime. Major retailers helped shape the curriculum to ensure that the training:

- Gives you an advantage in landing your first retail job
- Prepares you for success
- Provides an industry-recognized credential from the world's largest retail industry association

RISE Up credential holders have been hired by major retail brands. The program is supported by retailers such as:

BJ'S WHOLESALE CLUB

THE HOME DEPOT

MACY'S

TARGET

UNDER ARMOUR

WHY RETAIL?

A job in retail is an investment in your future. Not only are there hundreds of thousands of job openings in distribution centers, call centers, and stores each year, but the skills you gain working in retail are transferable and will help you succeed in any career.

A CLOSER LOOK

RETAIL INDUSTRY FUNDAMENTALS

is designed for entry-level or first-time job seekers, and covers everything from the basics of retail to the vast opportunities within the retail industry. This program can be done online or in a classroom.

CUSTOMER SERVICE AND SALES

is a 40-60 hour classroom-based program that teaches entry-level sales and service associates skills ranging from assessing and meeting customers' needs to merchandising. The program is unique in that its skills are transferable to any industry that values customer interaction.

ADVANCED CUSTOMER SERVICE AND SALES

builds on the basic credential and focuses on vital skills such as gaining customer commitment and closing a sale. After you complete the program, you will be prepared to seek greater opportunities and responsibilities within the retail business. This is a 40-60 hour classroom-based program.



32%

of first jobs
are retail or
restaurant jobs

7/10

retail small
business
owners worked
in retail prior
to starting their
own business

60%

of current retail store
employees have
been promoted - on
average, less than
10 months after
being hired into an
entry-level position

\$38k

is what full-time
retail workers
between 25 and
54 years of age
make on average
per year

Retail employs more than
13 million people in the United States.

Good jobs change lives. Find out
more and sign up at nrf.com/riseup