Retail training and credentials to help you build a lifelong career

nrf.com/riseup

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.
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

PROGRESS 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