

# NRF FOUNDATION® RISE UP™

## 28 MILLION OPPORTUNITIES TO SUCCEED

The retail industry is America's largest private-sector employer, offering first jobs, second chances, and lifelong careers to millions of people every day.

The NRF Foundation's RISE Up program offers training and credentials that teach foundational skills necessary for career success, from customer service and sales to inventory management and profitability.

Over 400,000 people have earned a RISE Up credential through our alliances with more than 800 training partners across 42 states. Developed in collaboration with over 20 retailers, our industry-recognized curriculum and exams build workplace readiness through training resources loaded with real-world examples and engaging, media-rich activities.



1 IN 3 PEOPLE'S FIRST  
JOB IS IN RETAIL

# 71%

OF MANAGERS ACROSS  
ALL INDUSTRIES VALUE  
RETAIL EXPERIENCE

“ One of the biggest takeaways my students get from doing the RISE Up program is that retail is so much more than being a cashier. ”

- Derik S., teacher



Learns will be able to:

## Retail Industry Fundamentals

Learners who earn this certificate will develop basic customer service skills, math skills to conduct sales transactions and an understanding of the retail industry, its impact on the economy and the diverse jobs available. Best practices for interviewing and exploring career paths are also covered. This course is perfect for someone looking for a first job and/or developing workplace readiness skills.

- Define industry terms and recognize the retail cycle
- 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



Learns will be able to:

## Customer Service & Sales

Learners who earn this certification will master customer service and sales skills, including understanding the customer life cycle, developing effective strategies to engage customers, assessing customer needs and closing sales. The course also covers best practices for building resumes and navigating job searches. This course is perfect for someone interested in or currently working in a customer facing role, whether in retail or another industry.

- Understand omnichannel purchase options
- Assess and meet customer needs
- Execute sales and upselling
- Build a resume and then shine in the interview



Learns will be able to:

## Business of Retail: Operations & Profit

Learners who earn this certification will understand merchandising, marketing, store operations, loss prevention and workplace safety. Learners will master math concepts, including determining pricing strategies and calculating profit and discounts. The curriculum also covers best practices for how to plan for a career and get promoted. This course is perfect for someone interested in advancing a career or a student needing to better understand how a business is run.

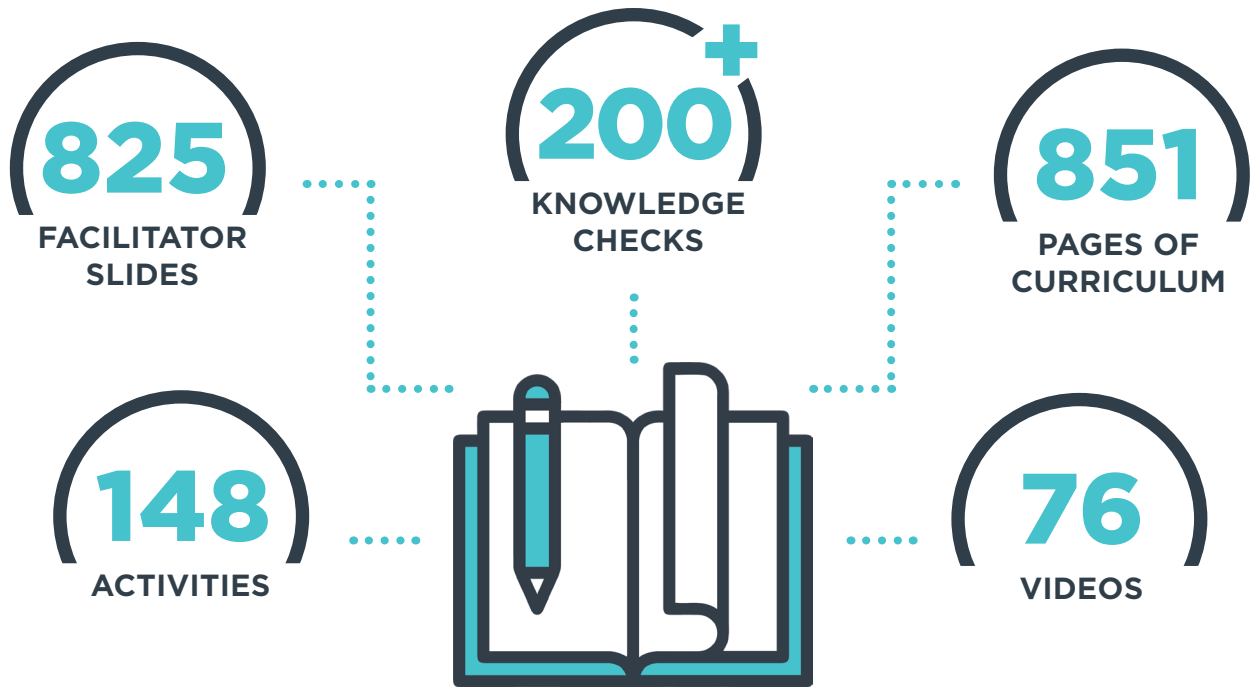
- Understand the full scope of store operations and running a retail environment
- Utilize merchandising and marketing techniques
- Understand the retail profit model and competition
- Recognize retail policies, regulations and safety
- Plan a career in retail

RISE UP CREDENTIALS	RETAIL INDUSTRY FUNDAMENTALS	CUSTOMER SERVICE & SALES	BUSINESS OF RETAIL: OPERATIONS & PROFIT																																				
<b>ELIGIBILITY</b>	15 years of age	15 years of age	15 years of age																																				
<b>LEARNED SKILLS</b>	<p style="text-align: center;"><b>Industry Certificate</b></p> <ul style="list-style-type: none"> <li>- Understand the retail industry</li> <li>- Develop job readiness skills</li> <li>- Explore diverse retail jobs</li> <li>- Build basic customer service skills</li> </ul>	<p style="text-align: center;"><b>Industry Certification</b></p> <ul style="list-style-type: none"> <li>- Understand the customer journey</li> <li>- Assess and meet customer needs</li> <li>- Make the sale</li> <li>- Prepare for interviews and a career</li> </ul>	<p style="text-align: center;"><b>Industry Certification</b></p> <ul style="list-style-type: none"> <li>- Market and merchandise products</li> <li>- Calculate profit and losses</li> <li>- Manage inventory and pricing strategies</li> <li>- Understand loss prevention and workplace safety</li> </ul>																																				
<b>ONLINE DELIVERY*</b> <b>CLASSROOM DELIVERY*</b> <b>BLENDED DELIVERY*</b>	<table border="0" style="width: 100%;"> <tr> <td>online curriculum &amp; exam</td> <td style="text-align: right;">\$99</td> </tr> <tr> <td>textbook &amp; exam</td> <td style="text-align: right;">\$99</td> </tr> <tr> <td>textbook, online &amp; exam</td> <td style="text-align: right;">\$135</td> </tr> </table>	online curriculum & exam	\$99	textbook & exam	\$99	textbook, online & exam	\$135	<table border="0" style="width: 100%;"> <tr> <td>online curriculum &amp; exam</td> <td style="text-align: right;">\$115</td> </tr> <tr> <td>textbook &amp; exam</td> <td style="text-align: right;">\$115</td> </tr> <tr> <td>textbook, online &amp; exam</td> <td style="text-align: right;">\$155</td> </tr> </table>	online curriculum & exam	\$115	textbook & exam	\$115	textbook, online & exam	\$155	<table border="0" style="width: 100%;"> <tr> <td>online curriculum &amp; exam</td> <td style="text-align: right;">\$135</td> </tr> <tr> <td>textbook &amp; exam</td> <td style="text-align: right;">\$135</td> </tr> <tr> <td>textbook, online &amp; exam</td> <td style="text-align: right;">\$175</td> </tr> </table>	online curriculum & exam	\$135	textbook & exam	\$135	textbook, online & exam	\$175																		
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remote proctor exam	\$85																																						
<b>ESTIMATED COURSE DURATION</b>	<p>5 hours online</p> <p>9 hours classroom</p>	<p>14 hours online</p> <p>36 hours classroom</p>	<p>11 hours online</p> <p>28 hours classroom</p>																																				
<b>EXAM DETAILS**</b>	<p>50 multiple-choice questions delivered online - untimed non-proctored exam</p>	<p>75 multiple-choice questions delivered online - 90 minutes proctored exam</p>	<p>75 multiple-choice questions delivered online - 90 minutes proctored exam</p>																																				
<b>RENEWAL REQUIREMENTS</b>	never expires	<p>every 3 years</p> <p>renewal fee \$25</p>	<p>every 3 years</p> <p>renewal fee \$25</p>																																				

\* For bundled and bulk discount options and additional questions please reach out to RISEUp@NRF.com

\*\*ADA accommodations by request

# PREPARING AMERICA'S WORKFORCE



## RETAILER SUPPORT

RISE Up is supported by many retail companies, including: Ascena Retail Group, Ashley Stewart, BJ's Wholesale Club, Brooks Brothers, Burlington Stores, The Container Store, Disney Store, H&M, The Home Depot, Kohl's, The Kroger Co., L.L.Bean, Lowe's Companies Inc., Macy's Inc., Neiman Marcus Group, Nordstrom, Pilot Flying J, Qurate Retail Group, Target, Tractor Supply Company, Under Armour, Vera Bradley, Walmart, The Wendy's Company, White Castle and Williams-Sonoma, Inc.

## NONPROFIT & EDUCATION PARTNERS

More than 800 organizations deliver RISE Up training and credentials to their local communities. Partners include: Dress for Success, Chicago Cook Workforce Partnership Generation, Goodwill Industries, Akron Public Schools and Lafayette Parish School System.

## CONTACT:

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[NRFfoundation.org/RISEUp](https://NRFfoundation.org/RISEUp)

NRF FOUNDATION  
**RISEUP**