

Customer Service Associate: Retail Trainer`s Manual



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McGraw-Hill Education, 2011. Softcover. Book Condition: New. 4th edition. This book intends to impart basic understanding of Modern Retail, store formats, store operations and managing teams, layouts and fixtures, customer service, selling skills, inventory management, customer relationship management, knowledge of food & nonfood products and apparels, It can be used for an entry level program for students who are interested to start their career in retail as CSA and grow with industry. TABLE OF CONTENTS: Chapter 1. Introduction to Vocational training The history of Vocatioinal Training Salient Features of this Book Methodology Skill Requirement for a trainer for retail programme Trainer, the change agent Some simple guidelines that can be followed Objective and learning outcome Chapter 2. Orientation to Retail Meaning of Retail & Store What is Customer and Consumer What is Product and Service Target Market Who is a Customer Service Associate (Sales Representative) in Retail Chapter 3. Evolution of Retail Meaning of Evolution Evolution of Retailing in India Stages of Evolution - Understand the Barter System, Rationing, Kirana Stores,Canteen Distribution Stores, Janata Bazaars, Cooperative Stores and Modern Retail Type of Retail and the difference between Traditional and Modern retail Chapter 4. Retail Today Current retail scenario New definition of retail Essential components of effective retailing Chapter 5. Distribution Channel and Retail Formats Retail Distribution channel Different retail formats Chapter 6. Inventory Management in Retail Introduction to Inventory What is Inventory Reasons for keeping inventory in Retail How to manage inventory in Retail Store Role of store staff in inventory management to maintain optimum level of inventory Chapter 7. Store teams and store daily activities What is a team? Teams in Retail Store Nature of work of various teams at Retail Store What is SUSD (Shutter Up Shutter Down) and the store daily activities Chapter 8. Customer Service What...



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