

# NACS College Store Competency Model

*The green shaded areas represent the Threshold-level KSA—marked for easy identification.*

## RETAILING (R)

Sub-category	Knowledge Base, Skill Set, or Ability Objectives	Experience Level(s)
R.A. General History of Retailing	R.A.1. General understanding of retailing and the descriptors of the industry. R.A.2. Methods of categorizing retailers R.A.3. Legislation (sales tax, FOIA, etc.) R.A.4. Trends and external forces impacting general retailing	Threshold
R.B. Retail Planning	R.B.1. Understand and apply the vision and mission for the store as a retailer and/or for the merchandise mix R.B.2. Understand and know how to establish retail objectives for the college store --Market performance --Personnel --Financial performance --Goals and benchmarks --Societal objectives	Threshold
R.B. Retail Planning	R.B.3. Identify and build competitive advantage R.B.4. Implement growth strategies	Intermediate Advanced
R.C. Customer Service	R.C.1. Understand customer service and unique needs and service expectations of college store customers R.C.2. Establish customer service standards and practices R.C.3. Deal with difficult customers R.C.4. Complaint resolution R.C.5. Customer service training R.C.6. Salesmanship training R.C.7. Know how to assist customers with disabilities	Threshold
R.C. Customer Service	R.C.8. Establish customer service strategy R.C.9. Meet and exceed customer service standards R.C.10. Build customer loyalty R.C.11. Evaluate quality of customer service (e.g., against customer expectations, service standards) R.C.12. Communicate customer service promise	Intermediate Advanced
R.D. Retail Selling	R.D.1. Prospecting R.D.2. Approaching	Threshold

	<p>R.D.3. Determine customer needs  R.D.4. Product knowledge  R.D.5. Presentation  R.D.6. Hand-selling  R.D.7. Suggestive selling and persuading  R.D.8. Close the sale</p>	
R.E. Know Customer Needs/Wants	<p>R.E.1. Understand customer buying behavior  R.E.2. Know the customer and determine customer needs</p>	Threshold
R.E. Know Customer Needs/Wants	<p>R.E.3. Understand customer relationship management  --Collecting customer data  --Utilizing customer data to target customers  R.E.4. Create and implement CRM program</p>	Intermediate Advanced
R.F. Planning Merchandise Assortments	<p>R.F.1. Plan assortments and organize buying according to category  R.F.2. Set financial objectives for merchandise plan  R.F.3. Plan budget for fashion merchandise  R.F.4. Forecast sales for non-textbook categories  R.F.5. Know the typical product categories:  --Apparel/Fashion merchandise  --Computer Hardware/Software (Product mix, Outsourcing, and Software Licensing)  --General merchandise  --General/trade books  --Greek/Fraternal  --Health and beauty  --Insignia/gift items  --Medical supplies  --Movies/DVDs  --Music/CDs  --Office/School supplies  R.F.6. Analyze performance of merchandise</p>	Threshold Intermediate
R.G. Buying Merchandise	<p>R.G.1. Know future of supply chain management  R.G.2. Understand data warehouses  R.G.3. Merchandise budgeting &amp; buying cycles  R.G.4. Buying groups  R.G.5. Co-ops  R.G.6. Business and buying ethics and the NACS Code of Buying Ethics  R.G.7. Connect with vendors  R.G.8. Negotiate with vendors  R.G.9. Ordering  R.G.10. Buying staple merchandise  R.G.11. Open-to-buy</p>	Threshold Intermediate

	R.G.12. Collegiate licensing	
R.H. Pricing	R.H.1. Understand common retail pricing strategies (e.g., “everyday low” versus “high/low”) R.H.2. Understand and be able to use price-setting methods --Cost-oriented method --Keystone method --Demand-oriented method --Competition-oriented method R.H.3. Types of price adjustments R.H.4. Stimulate sales through price R.H.5. Planned and unplanned markdowns R.H.6. Evaluate pricing R.H.7. Understand the use of and establish pricing and labeling standards	Threshold Intermediate
R.I. Inventory Control and Management	R.I.1. General merchandise inventory control R.I.2. Understand and use the following: --Receiving --Merchandise turns and inventory control --Returns --Write-offs --Obsolete merchandise	Threshold
R.J. Multi-channel Retailing	R.J.1. Know types of retail channels R.J.2. Implement electronic retailing R.J.3. Knows when and how to implement multi-channel retailing	Threshold Intermediate
R.K. Visual Merchandising	R.K.1. Elements of visual merchandising: color and texture, line and composition, light and lighting R.K.2. Merchandising display basics R.K.3. Fixtures and layout R.K.4. Plan-a-grams	Threshold Intermediate
R.L. Promotion	R.L.1. Props, promotions, and signage R.L.2. POP displays R.L.3. Events (e.g., fashion shows)	Threshold Intermediate
R.M. Advertising	R.M.1. Understand the nature of advertising in the college store R.M.2. Developing and implementing an advertising plan R.M.3. The changing nature of advertising in today’s college store market R.M.4. Develop store brand image R.M.5. Communicate a promise to the customer	Threshold Intermediate
R.N. Retailing Services	R.N.1. College store retailing, e.g.: --ATMs --Balloons --Deliveries	Intermediate Advanced

	<ul style="list-style-type: none"> <li>--Dry cleaning</li> <li>--Faxing</li> <li>--Flowers</li> <li>--Photo developing</li> <li>--Vending machines</li> </ul> <p>R.N.2. Convenient stores and their operation  R.N.3. Commissionable and fee-bearing services  R.N.4. Copyright and custom publishing  R.N.5. Rental programs  R.N.6. Store-supported college services:</p> <ul style="list-style-type: none"> <li>--Commencement</li> <li>--Special event hosting</li> <li>--Rental and leasing services</li> </ul>	
R.K. Retailing Technologies	<p>R.O.1. Assess the cost-benefits of college store reliance on technologies  R.O.2. POS, text database management, and store web sites  R.O.3. Vendor relations and technology products as operational expense  R.O.4. Customer service challenges of integrated store systems</p>	<p>Intermediate  Advanced</p>