



## Customer Service Associate: Retail Trainer` s Manual

By Dhwani Swaminarayan,NVR Nathan

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 Vocational 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...



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