Retail Associate

Certified Sport Venue Staff (CSVVS) Training
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Developed with grant funding from the Mississippi Office of Homeland Security
The United States Department of Homeland Security has identified professional and collegiate sports venues as potential terrorist targets.

The National Center for Spectator Sports Safety and Security (NCS⁴) has developed training courses to enhance safety and security efforts by:

• Building security awareness
• Improving sport security standards
• Enhancing the capabilities for planning, emergency response, and protective actions.
Introduction

The basic responsibilities of the team member's role which include the following disciplines:

- Cleaning Attendant
- Concessions
- Gate Security
- Ticket Taker
- Guest Services
- Retail Associate
- Traffic and Parking Lot Attendant
- Usher
Introduction

The goals of the safety and security venue training program are designed so that each member of the event team will learn:

- The importance of **observing, listening, and monitoring** the actions of individuals attending the event
- The importance of **communication**
- Techniques for **problem solving** and **conflict resolution**
- How to **identify, assess, and evaluate** safety and security risks
- **Your role** as a member of the venue **safety and security team**
- How to conduct yourself in a professional, calm, and restrained manner
Retail Associate

Having licensed, insured, accountable and trained Retail Associates is important to the success of a retail operation at any venue.

Retail Associates are responsible for selling merchandise such as clothing, hats, programs and souvenir items to patrons (guests).

The goal of this training module is to familiarize Retail Associates with information needed to handle responsibilities before, during, and after an event.
Introduction

There is specific information in this training module concerning the

- Delivery
- Packaging
- Stand preparation
- Event procedures

for a successful retail location operation.

This training will also familiarize Retail Associates with the critical role they play in safety and security.
Retail Associates will assist other members of the safety and security team with ensuring the safety and security of the patrons (guests), fellow members of the event staff, and the venue.

The role and responsibilities of Retail Associates are very important and directly contribute to the overall success of the guests' event experience.

You must always **Be Alert, Be Vigilant, and Be Safe**.

If you **See Something Say Something!**
Retail Associates

The Retail Associates Module consists of the following Lessons:

- Lesson 1: Basic Responsibilities
- Lesson 2: Identifying and Assessing Risks
- Lesson 3: Communication
- Lesson 4: Teamwork
- Lesson 5: Problem Solving Tips
- Lesson 6: Guests with Disabilities
- Lesson 7: Standards of Conduct
- Lesson 8: Your Role as a Member of the Safety and Security Team
- Lesson 9: Risk Assessment and Evacuation Procedures

You are responsible for learning ALL the material in this module so that you can perform your duties.
Lesson 1

Basic Responsibilities of Retail Associates
Lesson 1: Basic Responsibilities

Lesson 1 provides the information needed to perform the tasks of a Retail Associate.

Retail Associates are responsible for selling merchandise such as clothing, hats, programs and souvenir items to guests.

Although their primary responsibility is to serve guests through merchandise sales, they are part of the event team and need to assist with safety and security of the guests whenever possible.

Retail Associates are an important part of the event team. They play a critical role in the safety and security of the guests and the venue.

You will need to rely on all your professional training, knowledge and skills to efficiently and effectively fulfill this role.
Lesson 1: Basic Responsibilities

Learning Objective

After completing Lesson 1, you will be able to describe the:

• Basic responsibilities of the Retail Associate.
• Concepts of concession delivery, storage, and packaging.
• Transportation of product.
Lesson 1: Basic Responsibilities

Delivery Responsibilities

The delivery and storage of retail products is the responsibility of the venue’s Retail Department which is usually a third party service provider.

There are potential risks to the retail delivery system that are highlighted in the following lesson.
Lesson 1: Basic Responsibilities

Delivery Responsibilities

Retail Associates must:

- Ensure merchandise is delivered to the correct location undamaged.
- Ensure that the correct product is being received in the correct quantities and then signed for.
Transportation, Packaging, and Storage

Damaged or tampered packaging must **not** be accepted by the Retail Department as this may be a breach in the product's integrity.

Products you receive must be expeditiously transported to a lockable storage facility.

The storage facility must have a **perpetual item log** to account for all products that are brought into and taken out of storage.
Lesson 1: Basic Responsibilities

Transportation, Packaging and Storage

Important components for keeping merchandise safely stored prior to final allocation and delivery to the guests include:

- Transfer amount
- Lockable storage
- Package integrity
Quiz

Click the Quiz button to edit this object

Knowledge Check

Retail Associate Basic Responsibilities

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 2

Identifying and Assessing Risks
Lesson 2: Identifying and Assessing Risks

Retail location preparation and delivery is the last part of the delivery chain and has the most opportunity for damaged products and missed receipts.

Lesson 2 deals with this issue.

Learning Objectives

After completing Lesson 2, you will be able to:

- Identify and assess risks at your venue and your retail area.
- Describe concepts of retail location, preparation, and facilitation.
- Explain what to do before, during, and after the event.
Lesson 2: Identifying and Assessing Risks

All Retail Associates must review and follow the procedures below to ensure that safety and hospitality standards of the location are achieved.

For Retail Associates, this includes:

- Pre-event procedures
- Post-event procedures
Lesson 2: Identifying and Assessing Risks

Pre-event Procedures

- All Retail Associates should be in the proper uniform.
- Turn registers on, *quick poll and make sure they are working properly.

*: "Quick Poll" refers to the ability for the Retail Associate to view (polling) real time results such as units (i.e. polo shirts) sold, revenue generated by the number of polo shirts sold etc.
Lesson 2: Identifying and Assessing Risks

Pre-event Procedures

- Ensure merchandise is properly displayed.
  - Size rings if necessary.
  - Hang or fold product if necessary.
  - Size product, smallest to largest.
- Look over entire retail area, inside and out, and ensure it is presentable.
  - Wipe down counters.
  - Sweep and/or mop floors.
- All group members must be in their locations and in position at gate opening.
Lesson 2: Identifying and Assessing Risks

Pre-event Tip

Retail Associates are not allowed to stand or sit in the seating bowl of the venue before or during an event.

During the Event

Ensure that the retail location is clean, well staffed and that merchandise is organized, i.e. hung up, properly folded, in the right bins, etc.
Post-Event Closing Procedures

- Quick poll registers before counting money then z-out registers to obtain final sales.
- Make sure location is clean and organized.
  - If needed, be sure to pack merchandise in totes or boxes to bring to pre-determined storage locations.
  - If needed, transfer merchandise from one team to another to begin set up for next event.
- Ensure location is locked and secured.
Knowledge Check

Retail Associate
Identifying and Assessing Risks

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 3

Communication
Knowledge Check

Communication

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 4
Teamwork
Knowledge Check

Teamwork

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed.
Lesson 5

Problem Solving Tips
Click the Quiz button to edit this object

Knowledge Check

Problem Solving

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed.
Lesson 6

Guests with Disabilities
Quiz

Click the Quiz button to edit this object

Knowledge Check

Guests with Disabilities

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 7

Standards of Conduct
Knowledge Check

Standards of Conduct

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 8

Your Role as a Member of the Safety and Security Team
Knowledge Check

Your Safety and Security Team Role

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed
Lesson 9
Risk Assessment and Evacuation Procedures
Knowledge Check

Risk Assessment and Evacuation Procedures

Use this Knowledge Check to prepare you for the final exam at the end of all your lessons.

Remember, you must score 100% on your final exam to pass.

Click the "Start Quiz" button to proceed.
Put Your Training to Work

You can now put your Retail Associate training to use in the venue in which you work.

By taking on the role of Retail Associate, you are agreeing to do your best and take your responsibilities seriously.

You agree to do whatever is necessary to provide a safe and secure environment for guests attending an event at your venue.
Retail Associate – Next Step

- You have completed the training module.
- You will now take the final exam.
- Final Exam
  - 25 question, multiple choice exam
  - You must score 100% to pass the exam
  - You will be retested on any missed questions
- You will receive your certificate after you pass the final exam.
- You will receive additional location-specific training when you join your team at the venue.
THIS CONCLUDES YOUR TRAINING