

# Dress Code:

The appropriate style of clothing for a specific establishment, for example, jeans and a t-shirt, or trousers and a jacket

Module 1, Skill 1

# Network:

Making contact with others  
that may be able to provide  
advice and assistance

# Personal hygiene:

## The practice of personal cleanliness

Module 1, Skill1

# Positive body language:

The characteristics of body movement that send a positive message, for example, nodding or smiling

# Upselling:

Encouraging your customer to purchase a higher level of product or service than he or she had originally intended to purchase

# Marketing Strategy:

The plan that describes how products are priced, how products are promoted, who the target customer is, and where merchandise is distributed

Module 1, Skill 2

# Cross-selling:

Encouraging your customers  
to buy a complimentary  
product or service

# Floor:

The area of a retail store  
where customers interact with  
products



# Objection:

Concern voiced by customer  
as to why product or service  
might be inappropriate

# Gift Receipt:

Document that does not contain price of item and allow recipient of gift to return or exchange the item

# Point-of-Sale (POS):

Computer system that is used  
in stores to process and track  
the sales

# Warranty:

A commitment or guarantee that the manufacturer will stand behind a product and replace or repair it should the item be found to be defective

# Actual Count:

The merchandise that arrives at the store; it should match the merchandise listed on the packing slip

Module 3, Skill 1

As is:

The product that is resaleable,  
but is not in perfect condition

# Inventory:

The product available for sale  
in a store

# Open-to-buy:

Used to project and control future buying dollars (budget) so that the flow of merchandise into your store supports anticipated sales at the desired turn rates and gives you a positive cash flow



# Packing slip:

The paperwork that a vendor includes with a shipment to indicate the type and amount of product that accompanies the packing slip

# Point-of-sale (POS):

Computer system that is used  
in stores to process and track  
the sales

# Purchase order (POS):

## The form that the store uses to order product

# Shrinkage:

Loss in a store or department  
as a result of theft, breakage,  
paper loss, or error

# Transfer:

## Movement of merchandise from one location to another

# Vendor/supplier:

The person or company that supplies merchandise to the store

# Floor:

The area of retail store where customers interact with products

# Stockroom:

The area of a store or department where extra product, equipment, and supplies are kept



# Impulse buy:

A purchase that is unplanned,  
for example, buying a  
magazine that you notice while  
waiting in the check-out line at  
the grocery store

# Plan-o-gram:

A floor plan of the store that identifies the location of permanent store features such as display areas, service desks, change rooms, product areas, entrances, and exits; may also dictate how displays are set up

# Float:

The cash in a drawer that is used to provide change to customers

# Shrinkage:

Loss in a store or department  
as a result of theft, breakage,  
paper loss, or error