

How Good Are Your Customer Service and Sales Associates?



The **Retail Readiness Assessment (RRA)** is a comprehensive tool that evaluates an associate's aptitudes and recognizes individuals with the abilities to succeed. It's the only assessment that is tied to national retail skill standards.

RRA Retail Readiness Assessment

Available in paper/pencil or computerized format, the assessment measures critical skills that will help you determine the professional customer service and sales strengths and weaknesses of existing employees and potential hires. As a result, retailers can experience increased employee loyalty, reduced turnover, greater productivity, lower training costs and improved customer service by using results to inform training activities.

Priced under \$10.00 **this assessment delivers value and information well beyond its cost.**

Buy or more information www.nrf.com/resources
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The RRA was developed by the NRF Foundation in conjunction with the Workforce Development Group of NCS/Reid London House.

In addition to a test score, the employer receives a confidential report of the employee's attitudes and aptitudes on the following scales:

Customer Service

Customer Service Aptitude
Customer Service Attitude

Sales

Confidence/Influences
Sales Aptitude
Sales responsibility
Service Knowledge

Validity

Accuracy
Candidness

