



Retail Workforce Development Program Overview

Neighbors in the Strip (NITS), a 501(c)(3) non-profit organization, in collaboration with Pittsburgh Public Market (PPM)¹, has received a private foundation grant² to fund a one-year pilot project to provide retail specific training for individuals who receive or are eligible to receive unemployment compensation and/or public assistance (TANF).

This training is for a period of three months and involves one week in a classroom setting and the remaining 11 weeks doing hands on training by creating a permanent retail booth within Pittsburgh Public Market (PPM). This retail specific training will focus on salesmanship, marketing, customer service, inventory and money management systems, as well as opening and closing procedures...all of this done within the environment of operating a retail booth in PPM. The goal is for all trainees to obtain the necessary skills to secure a job in retail sales, and, if interested and motivated, gain the knowledge and skills to open their own small retail business.

The training session is 3 months, or 12 weeks, and requires a commitment to participate approximately 20 hours each of these 12 weeks, including weekend days. The training breaks out into 4 modules:

Module I (week 1) – Classroom sessions on expectations and standards, orientation to the overall market and market staff, business operations including setup, salesmanship, customer service, marketing, inventory and money management systems, opening and closing procedures, selection of products to be sold within the booth and a work schedule to man the booth for the next 11 weeks.

Module II (week 2) – Set up the retail booth, signage and product displays. Review business operations and work schedule.

Module III (week 3 through 11) – Open and operate the retail booth in PPM. There will be an on-site Supervisor to assist with problems and issues, as well as weekly meetings to see how the training is going and make adjustments as needed.

Module IV (week 12) – The final week will include individual and group meetings with the trainees to do a self-evaluation, a program evaluation and establish a plan for either obtaining a retail sales job or opening a small retail business.

Each trainee will be eligible to receive a stipend based on their participation. The stipend is provided to each trainee upon the completion of each month of training, with a final payment upon program completion. This breaks down to:

- \$250.00 upon completion of the 1st month
- \$250.00 upon completion of the 2nd month
- \$1,000 upon completion of the program (3rd and final month)
- \$1,500 Total program stipend per trainee

Each trainee is responsible for their own transportation to and from the training. All training will be at PPM located on Smallman Street near the 17th Street intersection. Assistance with finding the optimal bus route is available.

The following pages contain the Trainee Application. Please email cassell.ppm@gmail.com with any questions.

NOTE: This is not an employability skills training program, but rather skill specific training in retail sales and entrepreneurship. Trainees are expected to have the non-technical skills and knowledge necessary for effective participation in the workforce, and can include skills such as communication, self-management, problem solving and teamwork.

¹ Visit www.pittsburghpublicmarket.org for additional information

² Funding provided by the Richard King Mellon Foundation



Trainee Application for Retail Workforce Development Program

(Please print)

Name:	
Phone:	
Street Address:	City:
State & Zip:	
Email:	
Age (if under 21):	
How did you learn about this training opportunity?	
How do you plan to get to and from training sessions/work?	
Are you presently eligible for or receiving unemployment benefits? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If not, are you presently employed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you eligible for or receiving Temporary Assistant to Needy Families? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you available on Thursdays, Fridays, Saturdays and Sundays and willing to commit 20 hours or more on these days each week in order to participate in the training?	

Why are you interested in this training?
What has been your greatest accomplishment?
What is your biggest negative trait that you would like to work on?
Can you commit to 3 months in order to complete the training program?
How would you define customer service?

Education, Training and Experience

<p>High School:</p> <p>School name:</p> <p>School city, state, zip:</p> <p>Did you graduate? ___Yes ___ No</p> <p>Degree / diploma earned:</p>
<p>College/Post HS Training:</p> <p>School name:</p> <p>School city, state, zip:</p> <p>Did you graduate? ___Yes ___ No</p> <p>Area of Focus:</p> <p>Degree/Certificate earned:</p>

Work History:

Most recent employer:

Dates employed:

Duties/responsibilities:

Next most recent employer:

Dates employed:

Duties/responsibilities:

A co-worker is rude to customers, what would you do?

What would you do if your replacement on the next shift doesn't show up?

A customer leaves without paying, what would you do?

List 3 professional references and contact telephone numbers and/or email addresses (please print):

Name: _____ Contact Info: _____

Name: _____ Contact Info: _____

Name: _____ Contact Info: _____

Signature: _____ Date: _____

Mail Application to:
Neighbors in the Strip
Retail Workforce Development Program
1212 Smallman Street
Pittsburgh, PA 15222
OR
Fax to: 412-201-0172