

# ESOL

English for Speakers of Other Languages

# Customer Service Training Curriculum

## **Teacher Guide & Student Book**

*MontgomeryWorks*  
*Sales & Service Learning Center*

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*A Montgomery College Partnership Project*

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ESOL  
Customer  
Service  
Training

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**MontgomeryWorks**



# Background and Acknowledgments

In Montgomery County, Maryland, sales and service is a high-growth industry that employs a diverse workforce, including many immigrants. In response to this growth trend in the county, the MontgomeryWorks Sales & Service Learning Center (SSLC) in Wheaton, Maryland, working in partnership with Montgomery College, offered its first Customer Service & Retail Sales ESOL course in 2005. Funding through the national Adult Education Coordination and Planning (AECAP) project and the Maryland State Department of Education provided resources to develop this partnership and explore strategies to recruit, train, and connect participants with opportunities for employment.

During 2005-2007, the course and curriculum changed and evolved significantly to meet the needs of students and instructors. The first curriculum to be utilized in the course, the *Equipped for the Future (EFF) Retail Sales Curriculum*, was designed for learners of English as a second language. While this curriculum was strong in customer service skill content, students and instructors expressed a need for additional content that met learners' needs as language learners and job seekers. In response, instructors began to change the structure and content of the course, creating and sharing additional materials as the need arose.

The current course is the product of many people. Funding for the writing of the curriculum was provided through the AECAP project, Montgomery College and MontgomeryWorks. The former and current Directors of the SSLC, Rebecca Werley and Mary Ngo, worked with Donna Kinerney, Ph.D., Instructional Dean, and Emma Wilson, Program Administrator, of the MSDE funded Adult ESOL and Literacy-GED Program of Montgomery College, to develop and sustain the innovative partnership that made this course possible. The project also benefited from the support and expertise of Helen Coupe, Workplace Specialist, and Karen Gianninoto, ESL Specialist and Program Manager, of the Maryland State Department of Education.

There is no single author of this curriculum. The basis for much of the customer service skill content remains the *EFF Retail Sales Curriculum*. A significant revision of the curriculum was made by instructor Keira Ballantyne in 2006, and much of her original work appears here. Instructors Nicole Ring and Anna DeSimon contributed significantly to the curriculum, in terms of activity design, pilot testing, and consultation. Amber Gallup, the first instructor for the program, wrote this Instructor Guide and Student Book, compiled and edited the instructional material, and wrote many of the activities as well. Finally, much content from the *Crisp Learning Series' Retailing Smarts Workbooks* appears in this curriculum by permission of the National Retail Federation.

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