



RETAIL CAREER PATHWAYS

FREQUENTLY ASKED QUESTIONS

- 1. Why choose a career in Retail?**

Retail powers our national economy, drives innovation, provides consumer value and connects the economy. 1 in 5 Americans work in Retail and Retail supports 42 million American jobs. In Leon and surrounding counties, Retail jobs are expected to grow by 5.9% through 2022 with almost 6,000 jobs added in Leon County alone.
- 2. What is Retail?**

Any product, good, or service that is sold for a profit is retail by definition, to include things like medical supplies and services.
- 3. What Retail jobs are in demand?**

Entrepreneur, loss prevention/cyber security, digital retail, marketing and sales, finance, mobile, global, small business, HR, supply chain, customer service representatives, logistics, technology, data science, chain stores, restaurant workers.
- 4. What will I learn in the Customer Service and Sales classes?**

You will learn to recognize the various customer types, understand customer behavior and the importance of facilitating customer decision making, and to understand how retail impacts communities.
- 5. What will I learn in the Retail Management and Operations class?**

This class will target 5 areas of accountability for the Retail Manager: Selling & Service, HR, Operations, Merchandising, and Financial Reporting.
- 6. Why would I want a Certification in Retail?**

A professional credential shows employers that you: a) Understand the Retail industry, b) Have skills you need to succeed, c) Are committed to continued learning and professional development, d) Demonstrate knowledge and skills noted as important to successful employment in best-practice, high-performance companies in the sales and service industries, and e) Have a transferable certification of skills and knowledge. For more information on National Retail Federation Certifications visit <https://nrf.com/>
- 7. What are the costs associated with the Certification classes?**

Customer Service & Sales Fundamentals (4 hours): \$125/student
Advanced Customer Service & Sales (4 hours): \$125/student
Fundamental & Advanced Customer Service taught together (8 hours): \$250/student
Retail Management and Operations (40 hours): \$795/student
- 8. Are additional costs associated for materials and supplies?**

The costs of class materials and supplies are covered in the fees above. There are no additional costs for materials and supplies.
- 9. What are the costs associated with the Certification exams?**

Tallahassee Community College will provide scholarship funds to cover the cost of 1 Certification exam per student. The exam fees for *additional certifications* will be charged as follows:

Customer Service & Sales Fundamentals~\$55

Advanced Customer Service & Sales~\$45

Retail Management and Operations~\$85

10. What is the Achieving the Dream Business Incubator Program?

The Incubator Program's main goal is to provide assistance to increase growth potential, resulting in self-sustaining profitable companies, and to support the launch, growth, stabilization and long-term success of business enterprises in Leon and surrounding counties.

11. How would I qualify for participation in the Incubator Program?

Students who have earned at least 1 Retail certification will have an opportunity to compete for a spot in the Achieving the Dream Business Incubator Program. Prospective participants will need to complete an application and submit 1 letter of recommendation regarding their entrepreneurial spirit and motivation. A maximum of 6 students will be chosen to participate.

12. What are the features of the Incubator Program?

Mentors from the local business community will help participants throughout their business planning process. Each participant will be provided with space at the Downtown Improvement Authority (Downtown Marketplace) for a period of 3 months to do a soft launch of his/her business, and at the end of the 3 month period the 6 participants will present a capstone project/pitch to a review committee and potential investors. 1 participating business will be chosen to continue launching its business for 6 months at the TCC Capitol Center, and will be enrolled in the Tallahassee/Leon County Entrepreneurial Excellence Program and receive a 1 year paid membership to the Florida Retail Federation.

13. Are participants able to partner and participate in the Incubator Program?

Yes, however, each individual prospective participant will need to complete the application process outlined in #10 above.

14. Is there a cost associated with participation in the Incubator Program?

Currently, there is no cost associated with participation in the Incubator Program.

15. Will I get college credit for taking the certification classes or participating in the Incubator Program?

Currently, no college credit is associated with these classes or the Incubator Program. However, after taking the Customer Service class(es), you are able to sit for an exemption exam for course MNS1161-Introduction to Customer Service, and receive 3 hours of college credit.