



CUSTOMER SERVICE & RETAIL MANAGEMENT CERTIFICATION CLASSES

FREQUENTLY ASKED QUESTIONS

- 1. Why choose a customer service certification?**

Customer service is among the top 5 occupations in the Big Bend region. Most customer service positions are in some type of retail business. 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 jobs are in demand?**

Some jobs that are in demand include Supervisor of Retail Sales Workers, Entrepreneur, Customer Service Representatives, and Restaurant workers. Other jobs in the fields of Loss Prevention/Cyber Security, Digital/Online Retail Operations, Marketing and Sales, Finance, Mobile and Global businesses, Small businesses, Supply Chain, Logistics, Technology, Data Science, and Chain Stores are also in demand.
- 3. What will I learn in the Customer Service and Sales certification classes?**

You will learn to recognize the various customer types, understand customer behavior, the importance of facilitating customer decision-making, and understand how retail impacts communities.
- 4. 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.
- 5. Why would I want a professional nationally recognized certification?**

A professional credential shows employers that you: a) Understand your 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.
- 6. 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
Retail Management and Operations (40 hours): \$795/student
- 7. 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.
- 8. What are the costs associated with the Certification exams?**

The exam fees for each certification are as follows:
Customer Service & Sales Fundamentals: \$65
Advanced Customer Service & Sales: \$55
Retail Management and Operations: \$95

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