

Retail can be a viable career option

Why promote Retail Careers?

- ✓ **For incumbent retail employees** – imagine training and advancement opportunities abound for those who love working in retail!
- ✓ **For retail employers** – imagine having a pool of applicants with soft skills and basic knowledge of the retail business!
- ✓ **For your community's tax base** – imagine a well-trained retail workforce that attracts local and national retailers to set up shops in your community!
- ✓ **For your community** – imagine living in a community without a thriving retail base!
- ✓ **For entry-level workers** – imagine the confidence at their first job interview because of receiving basic retail customer service training!



Interested in having a retail career strategic conversation in your community?



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Did you know?

Retail provides career opportunities...

-  1-in-3 workers' first job
-  Transferable skills for all industries/careers
-  Largest private sector employer: 1-in-4 jobs
-  62% of retail managers earned promotions through training programs

Retail contributes to Washington State's economy...

-  Retail sales tax provides 43% of the state's operating funds
-  Provides 18% of GDP

Training retail workers benefits us all...

-  Retail transformation requires technology training
-  Increased customer satisfaction
-  Increased employee loyalty
-  Increased employee performance and productivity
-  Employers who invest in educating their workforce preferred by top talent
-  Replacing a frontline employee costs 16% of their annual salary

Investing in frontline workforce advances equity...

-  People of color account for 34% of the workforce
-  Retail sales is the 4th largest employer of immigrants
-  People of color are the fastest growing consumer base
-  67% of job seekers prefer to work in a diverse workforce

Washington Retail promotes retail career development to advance opportunities for all under our commitment to Justice, Equity, Diversity, and Inclusion