



CERTIFIED TO HELP

Recognize Your Employees

Let your customers know you have employees who are well-trained to provide excellent customer service with the Certified to Help distinction. To receive this distinction, retailers must have their employees successfully complete prescribed product knowledge and sales training from the North American Hardware and Paint Association (NHPA). Then, retailers will receive marketing materials from NHPA with the message, "Certified to Help." Materials will include window clings and electronic files you can use to print out signage or put on your website. As a bonus, eligible retailers will be entered into a drawing to receive a free lunch, sponsored by NHPA.

The distinction can give your customers added confidence that your employees are qualified to answer their questions and can give you a point of differentiation from your competitors. It's also a great way to recognize the hard work your employees have done to pass an array of training courses. Both home improvement and paint and decorating retailers are eligible to receive this distinction.

3 Easy Steps:

- 01** Have employees take the required product knowledge and selling skills courses.*
- 02** Apply for Certified to Help at YourNHPA.org/membership
- 03** Put marketing materials up in your store and online to let customers know you can provide excellent customer service.

**See the list of required courses under Official Guidelines.*



Prepared to Succeed

Recognize the hard work your employees have put into their retail training.



Official Guidelines

1. To be eligible for Certified to Help, at least 80 percent of employees at the location must complete the specified training with a passing grade. Below are the training requirements.

Home Improvement Retailers

Employees at home improvement retail operations should complete any 20 of the following 38 courses. Retailers may choose the courses most relevant to their business.

- Joining a Retail Team
- Basic Training in Hardware Retailing series (8 courses)
- Basic Training in Building Materials Retailing series (8 courses)
- Basic Training in Selling Skills
- Basic Training in Merchandising
- Our Three Pennies of Profit
- Project PRO courses (15 courses)
- Loss Prevention series (3 courses)

Paint and Decorating Retailers

Employees at paint and decorating retail operations should complete all 14 of the courses listed below.

- Joining a Retail Team
- Coatings Specialist
- Paint Customer Service Specialist
- Basic Training in Merchandising
- Loss Prevention series (3 courses)
- Our Three Pennies of Profit
- All 6 paint-related Project PRO courses:
 - Exterior Painting
 - Painting & Priming Interior Walls
 - Refinishing an Antique
 - Repairing Drywall
 - Home Weatherization
 - Deck Maintenance

2. Retailers with multiple locations must submit each location separately for designation.

3. To apply to be Certified to Help, fill out the application form for approval. The online forms can be found at YourNHPA.org/membership or on NHPA's training site.

4. If you do not use NHPA's learning management system for your training, please submit your training reports to NHPA at nhpa@YourNHPA.org.

5. Once a business location is considered NHPA Certified to Help, they will retain that designation for two years. At the end of two years, they will need to reapply with their current staff. Employees who have already completed training will not need to retake it, but all new staff must be trained.

6. Each store that achieves the designation will receive two window clings and other digital marketing materials to promote that the store is NHPA Certified to Help. Additional marketing collateral will include shelf talkers, cash register decals and images for online use. Marketing material will feature the tagline "Certified to Help." It will also include the NHPA logo and the applicable years (for example, 2021-2022).

7. Each store location that receives a Certified to Help designation will be entered into an annual drawing. Retail locations for both hardware and paint will be chosen. Winners of the drawing will receive a free lunch for their team, compliments of NHPA. For retailers with multiple locations, only one location may win per drawing.*

8. NHPA will hold a drawing to determine winners each January. To be considered for the drawing, retailers will have until Dec. 31 of the previous year to submit an application. All training completed beginning Jan. 1 will be counted towards the next year's drawing. Stores that didn't win in the first year they were eligible can be entered into next year's drawing.

9. Stores selected to receive the staff lunch may also receive recognition in the *Hardware Retailing* magazine or the *Paint and Decorating Retailer* magazine.

*Void where prohibited. There may be a dollar limit on the amount you can spend on the free lunch. Winners must be NHPA Premier Members in good standing.