

The Retail Management Certification Program

The Industry's Premier Management School



Josiah Gates
Executive Vice
President of Retail,
Aubuchon Hardware
& Course Instructor



Retail Management
Certification Program

How can this program help you advance your business?

Without profit-focused retail training, independent retailers lack the necessary skills to optimally execute strategic planning, decision-making and executive-level team management.

The Retail Management Certification Program is a college-level course developed by NHPA in conjunction with industry experts, university educators and successful retailers. It strengthens the management capabilities of owners and high-potential employees and provides actionable knowledge to make a difference in your store immediately.



“Even though I’ve been in the business for a while, it was definitely worthwhile. Instead of being so reactionary, I wanted to be more forward-thinking and that’s one of the things they teach in this program. I think the biggest benefit is the value it brings directly to your business.”

Franklin Cloninger
General Manager
Triangle True Value
Hardware and Rental



Interactive Workshops & Multiplatform Learning

Classroom sessions are designed with the adult learner in mind. Workshops include simulations, case studies, group exercises, role-playing and discussions that encourage interaction and help students immediately apply experiences to the business.



A Culminating Business Improvement Project

Throughout the course, students work on a Business Improvement Project. During the third visit, students present their company-specific plans and receive feedback and suggestions from their peers, industry experts, business owners and university professors.



Quick Wins for the Business

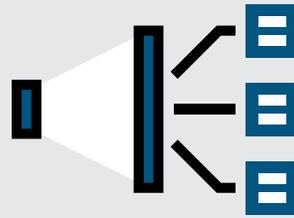
Students complete a final Quick Wins assignment where they will implement three quick projects for their businesses based on what they learned during the course to provide an immediate return on investment.

Course Curriculum

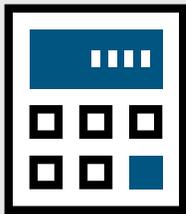
The power of this program is its impact on the positive performance of participating companies. The course curriculum covers multiple aspects of the business, and its industry-specific nature allows the learning to be immediately applied to the business. The course curriculum is designed specifically for employees of independent home improvement businesses and covers many business-related topics, including the following.



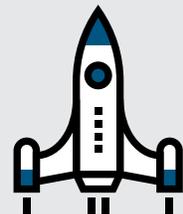
Leadership



Marketing



Finance and Accounting



Applied Business Strategy



Advanced Retail Operations



Sales



Human Resources Management



Customer Service

The only retail management program that focuses on growing top-line sales and bottom-line profits.

The NHPA Retail Management Certification Program

The only complete industry program that prepares owners and high-potential employees with profit-focused store operations training.

Who should attend?

This program is designed for store owners, regional supervisors, store and departmental managers and other key personnel with growth potential. Although a college degree is not required, some college experience is helpful.

What is the time commitment?

Visits take place in Indianapolis. Students will arrive the day before the first session and participate in class sessions throughout the next two and a half days.

Program Components

- **A six-month class with three visits** to Indianapolis to attend class sessions and build a network with a class of industry peers to aid students in their futures.
- **Intersession homework assignments** that relate directly to the student's business and provide opportunities for improvement.
- **Access to a business coach** to engage the student and business sponsor in a discussion of how to apply the student's learning assignments to the business.
- **Personal assessments** that help students rate their management capabilities and personalize training to fit their needs.

Program Details

For more details about course dates, curriculum and instructors visit YourNHPA.org/rmcp.

COVID-19 Update: NHPA has taken every precaution to ensure that students are safe and healthy during their visits to Indianapolis.

Contact Us

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Learn More

Visit us online at YourNHPA.org/rmcp to learn more and apply today.

These companies are advocating for independent retailers by supporting the Retail Management Certification Program.

