



**HARDWARE  
ASSOCIATION  
I R E L A N D**

**CERTIFICATE**

**HARDWARE RETAIL AND MERCHANTING**

# Table of Contents

## **3. About the Certificate**

- Objectives of the programme and who it's for
- Course Duration
- Payment
- Responsibilities of the Mentor
- Location

## **4. About the Tutors**

- The Role of the Tutors
- The Tutors

## **5. The Modules**

## **6. Assessment and Testing**

- Module Assessments
- Certificate
- Awards

## **7. 2021-2022 Schedule**

## **8. Contact Us**

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## **About the HAI Certificate in Hardware Retail and Merchanding**

As the sector evolves it will require more people with problem-solving skills. Hardware Association Ireland (HAI) is pleased to officially launch its Certificate in Hardware Retail and Merchanding, a new certificate programme for new employees in hardware retail/builders merchanding. The mentor-based programme will commence in September.

### **Objectives of the programme and who it's for:**

The course is designed to equip those new to the sector, and also those who never did a course in it with a knowledge and skills base that will enable them to contribute to the business of their employer. It will also help employees build a career in the sector.

It is intended that this foundation course will enhance the employer's ability to attract and retain talent as employees will feel that the employer has invested in them.

Completion of course can also be used as a basis for employee reviews and wage conversations.

Applications will be limited to 20. Only HAI members can apply.

### **Course Duration:**

The course will be completed in nine months. The first two modules will be close together in time, while later modules will be more spaced out as students' learnings develop.

Modules will run from September to May. One module every 4-6 weeks.

### **Payment:**

The cost is €1,350 per student. This must be paid in full and before commencement of the course.

### **Responsibility of Employer:**

Management/employer buy-in is crucial for this course. Each participant must have a mentor within their organisation. This mentor will be called upon to evaluate the student's ability and willingness to apply their knowledge to the business and for continuous assessment updates. The mentor will also be informed of how well the student is faring during the course.

Participants will be given day release – 9 half days- (4 1/2 full time) and time to cover course work.

### **Location:**

Remote- and one physical attendance. This will give considerable savings to employers in terms of expenses for travel and absence from work.

## **About the Tutors**

### **The Role of the Tutors:**

We are working with our experienced team of tutors who through years of delivering training for HAI have a unique insight into the sector. Meetings will be arranged with tutors at beginning and other occasions in the year.

### **About the Tutors:**

#### **Terry Harmer (Selling Skills and Customer Service)**

Terry Harmer specialises in designing and implementing training programmes and modules modelled on world class companies, using best practice initiatives, to train Sales, Customer Service, Communications, Teambuilding, Leadership, and People Management.

#### **Declan Flood (Basic Finance and Credit Control)**

Declan Flood is recognised as a thought leader in credit worldwide for his total business approach to credit. He believes that credit is not only about getting paid in full and on time, it is also about maintaining excellent customer relationships and finding a way to deliver every order.

#### **Keith Harford (Stock Control and Merchandising)**

Keith has an MBA from the University of Stirling and has associate expert professionals with whom he works on specific projects. He works with countless businesses across a number of sectors including Retail, Wholesale, Hardware and Agri sectors, along with Manufacturers/Producers too.

#### **Greg Fry (Digital Marketing and Social Media)**

Greg Fry is an International Social Media trainer who delivers LinkedIn, Facebook, Twitter, YouTube, Instagram, Pinterest, Snapchat, Digital Video and Social Business Strategy training and workshops for institutions such as the Digital Marketing Institute, Sure Skills and the Digital Skills Academy.

#### **Noel Davidson (Communication Skills and Teamwork & Team Building)**

Noel Davidson is the Entrepreneurs Academy Director of Training specialising in leadership, communication skills, presentation skills and social media. Passionate about helping people build their influence with others, Noel has trained extensively in the USA under New York Times No. 1 best-selling author and leadership expert, John C. Maxwell.

## The Modules

The modules covered in this programme include:

### Personal Development:

- **Communication Skills** - The power of good communication: How to craft what you do and say to have a consistently positive impact on others
- **Selling Skills** – The essential selling skills, knowledge and tactics to be able to manage sales transactions with confidence
- **Customer Service** – Equips participants with the skills and strategies to execute excellent customer service

### In-Store Finances:

- **Basic In-store Finances** – The fundamentals of instore finances, like margins, credit policies and cash flow
- **Credit Control** – A deeper dive into credit control practices, including how to manage overdue accounts, collection calls and handling disputes

### In-store Operations:

- **Stock Control** - This workshop shows participants the importance of stock control to the business and how to bring strong positive thinking and attitude to this subject
- **Merchandising Essentials** - This workshop helps participants to look at ways in which they can improve the merchandising standards in their store.

### In-store Promotion:

- **Digital Marketing and Social Media** – Participants will learn the fundamentals of marketing practices and how they can contribute such strategies to their own business

### Management Development:

- **Teambuilding and Team Leading** - Communicating for influence and impact as a team member and a team leader

This programme also includes a number of Product Knowledge tutorials, where tutors will provide key product information on sectors such as Painting and Décor, Heating and Plumbing, Building Materials and General DIY Products.

## Assessment and Testing

Participants will be assessed on a continuous basis:

- Ahead of the first session **they are** asked what they would like to achieve.
- At the end of session they are asked what learned and what actions they intend to complete following that session.
- After 30 days they are to document what actions they undertook, and what impacts they had.

All the above will be documented in a workbook which is supplied to participants at the beginning of the course, and must be submitted to HAI's online learning portal by the designated submission date.

They must complete this on the job, and it must be signed by their mentor and sent back to HAI. Mentors must complete their own monthly feedback form on this workbook and submit same to HAI.

### **Certificate**

Upon completion of all modules participants will be presented with a Certificate of Completion at HAI's offices in Rathcoole, Co. Dublin.

Participants and mentors are expected to attend this presentation.

Only one graduating day. Modules can be repeated if missed for defined reasons.

### **Awards**

It is expected that each year there will be an award for the highest performing student and the runner up.

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## 2021-2022 Schedule

Module	Title	Date
<b>Module 1: Personal Development</b>		
Personal Development	Communication Skills	23 <sup>rd</sup> September
Personal Development	Selling Skills	29 <sup>th</sup> September
Personal Development	Customer Service	12 <sup>th</sup> October
<b>Module 2: Credit and Financial Management</b>		
Credit and Financial Management	Understanding Basic Finance	11 <sup>th</sup> November
Credit and Financial Management	Credit Control: From Start to Finish	9 <sup>th</sup> December
<b>Module 3: In-Store Management</b>		
In-Store Management	Stock Control	19 <sup>th</sup> January
In-Store Management	Merchandising Essentials	24 <sup>th</sup> February
<b>Module 4: Marketing and Promotion</b>		
Marketing and Promotion	Digital Marketing and Social Media	24 <sup>th</sup> March
<b>Module 5: Management Skills</b>		
Management Skills	Teambuilding and Team Leading	26 <sup>th</sup> April
<b>Module 6: Product Knowledge</b>		
Product Knowledge	6 x sector-specific modules, tutorials, webinars and modules available	Throughout

**Contact us:**

If you are an employer and have an employee interested in this module, or if you are an employee new to hardware retail and merchandising contact us today and we will be in touch about enrolment.

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