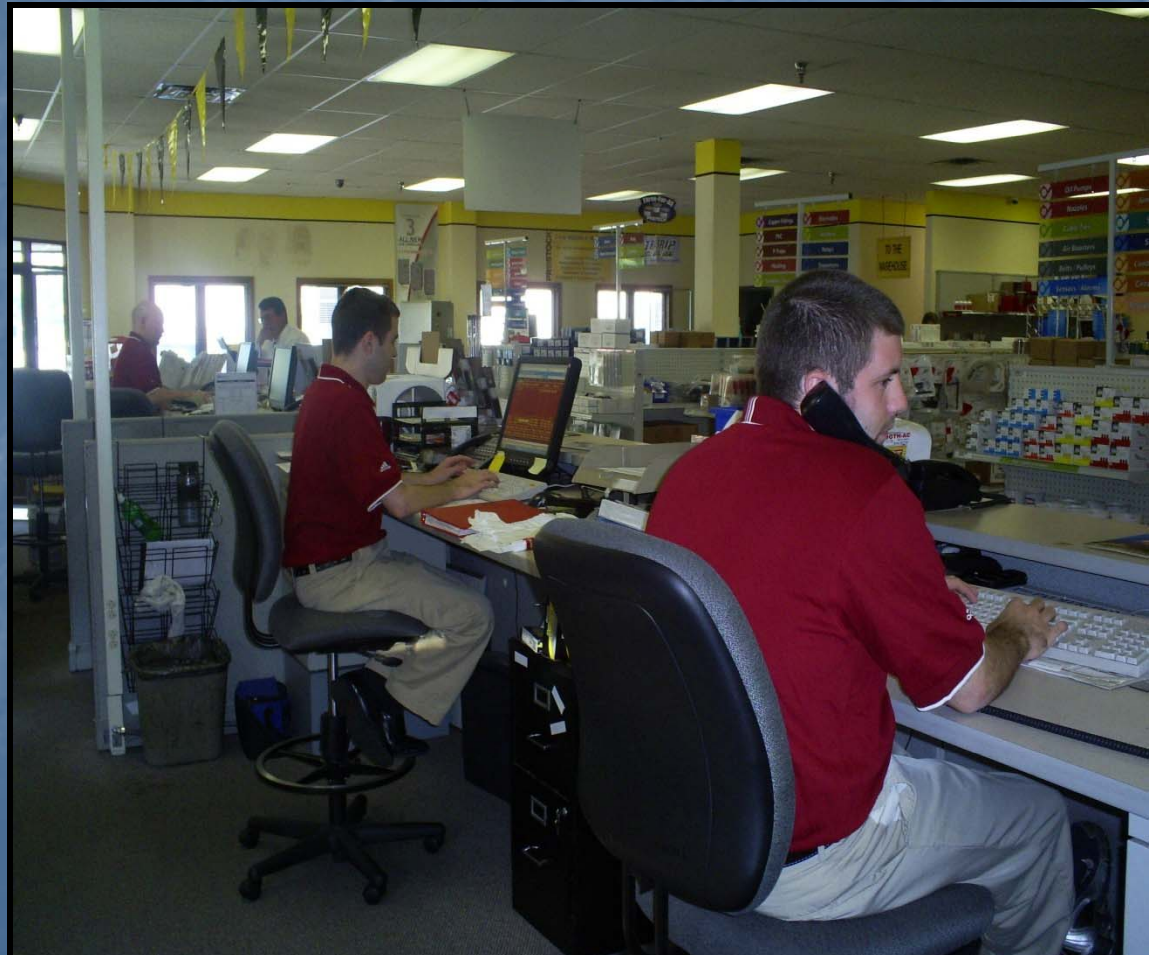


Implementing the Counter Specialist Recognition Program

Sponsored by
HARDI/HRAI



Why Implement the Program

- “To recognize the *professionalism* of the men and women at the wholesale counter.”
- To establish industry-recognized standards of performance, education and training for the counter position in HVACR distribution.
- To encourage training and education, as well as practical experience, among counter personnel.
- To demonstrate to customer and suppliers the importance of cultivating more knowledgeable sales support personnel
- To increase awareness among potential entry-level young people of the minimum requirements for wholesale counter sales positions.

And ... what's in it for the wholesale company??

- To better serve the customer.
- Opportunity to place a test proven professional at the counter
- Drive down costs by processing fewer returns
- Reduce warranty expenses
- Decrease customer wait time
- Reduction in customer's unapplied labor cost
- Produces greater customer dependency and repeat business
- Increased job satisfaction leads to reduced employee turnover
- Create an increased awareness of the skills counter people process.
- Broaden the knowledge base of the counter personnel.
- Have a better understanding of the needs of the customer.
- Increase line items per invoice (\$291 vs. \$357 for HARDI Certified counterperson).

History of Counter Specialist Program

- Idea came from HARDI's Education Committee
- Started in 2005 with about 20 people
- Based on a 4 level tier with advancement steps
- First HARDI Certified person was Susie Smith cfm Distributors in Kansas City, MO.

Major Areas of Knowledge

- Core competencies (See sheets)
- Counter Service & Sales course
- ODS
- NATE
- Specific and general training:
manufacturers, MSDS, dangerous goods,
sales and customer service
- On-line exam

Levels of Certification

(See sheet)

- Assistant
- Associate
- Senior Associate
- HRAI Certified



Canadian Check-off Sheet

Candidates Name: _____				
	Assistant	Associate	Senior	Certified
Date Assessed:				
Months in Wholesale Distribution	> 6 months <input type="checkbox"/>	> 12 months <input type="checkbox"/>	> 24 months <input type="checkbox"/>	> 36 months <input type="checkbox"/>
Core Section I	<input type="checkbox"/>			
Core Section II	<input type="checkbox"/>			
Core Section III	<input type="checkbox"/>			
Core Section IV		<input type="checkbox"/>		
Core Section V			<input type="checkbox"/>	
HARDI Counter Service & Sales Course	<input type="checkbox"/>			
EPA Certification or (Provincial ODS Training)	<input type="checkbox"/> Type _____			
Mfg. Product Training	(1 required) <input type="checkbox"/>	(2 required) <input type="checkbox"/>	(3 required) <input type="checkbox"/>	(4 required) <input type="checkbox"/>
Type _____				
Type _____				
Type _____				
Type _____				
NATE Certified			<input type="checkbox"/>	<input type="checkbox"/>
Type _____			(1 required)	(2 required)
Type _____				
<i>or</i>				
Additional training hours			<input type="checkbox"/> 20 hrs.	<input type="checkbox"/> 20hrs.
MSDS Training		<input type="checkbox"/>		
Dangerous Goods Training		<input type="checkbox"/>		
Customer Service Training			<input type="checkbox"/>	
Sales Training				<input type="checkbox"/>
Hours of Additional Training	<input type="checkbox"/> 20	<input type="checkbox"/> 40	<input type="checkbox"/> 60	<input type="checkbox"/> 80
100 Question On-Line exam				<input type="checkbox"/>
Date of Current Certification Type _____				
* Applicants Signature _____				
* Training Coordinators Signature _____				
* I attest the information above is accurate to the best of my ability.				
Comments:				

Requirements for Certification -- Assistant

- 6 months in wholesale distribution
- Core Sections I, II and III
- HARDI Counter Service & Sales course
- Provincial ODS certification
- 1 manufacturers product specific training
- 20 hours of additional training

Requirements for Certification -- Associate

- 12 months in wholesale distribution
- Core Sections IV and V
- 2nd manufacturers product specific training
- MSDS training
- Dangerous goods training
- 20 hours of additional training (total 40 hours)

Requirements for Certification – Senior Associate

- 24 months in wholesale distribution
- 1 manufacturers product specific training
- NATE Certification (or 20 additional hours)
- Customer relation training
- 20 hours of additional training (total 60 hours)

Requirements for Certification – HRAI Certified

- 36 months in wholesale distribution
- 1 manufacturers product specific training
- NATE Certification (or 20 additional hours)
- Sales training
- 20 hours of additional training (80 total hours)
- Take on-line exam

Financial Considerations

- \$200.00 per company (no matter how many branches)
- \$50.00 per participant
- \$25.00 advancement in levels
- \$15.00 2-year recertification
- \$40.00 late fee for recertification

Additional Recognized Training

- HRAI Skill Tech Academy -- to be determined by course length
- CHC Hydronics Training -- to be determined by course length
- AHRI's ICE exam -- 15 points per test completed
- NATE certification -- 20 points per additional test completed
- RSES Certified Member (CM) -- 20 points
- RSES Certified Member Specialist (CMS) -- 30 points
- HVAC license or certification -- 40 points
- RPA Installer certified -- 20 points
- RPA Designer Certified -- 30 points
- NORA oil heat bronze -- 10 points, silver -- 20 points, gold -- 30 points
- Vo-Tech school graduate -- 25 points
- Community college 1 year certificate -- 40 points
- Community college associate degree -- 90 points
- Adult Education courses (job related) -- 10 points per class
- CEU's earned -- 10 points per CEU
- Additional Canadian training credits are continuously under study

How Do I Get Started?

- Establish company policy for this program
- Advise senior managers
- Advise participants about program
- Assign Counter Recognition Training Coordinators
- Fill out "I Will Participation" form
- Help participants gather previous education info & fill out additional training form
- Have Training Coordinators verify employees submitted documentation
- Submit material to HARDI

Individual Recognition

Badges



Shoulder patches



Certificates



Individual Recognition -- Continued

- From the association --- certificates, badges, patches, HRAI "Links" E-mails etc.
- Internal company recognition – flyers, newsletters etc.
- Levels can be related to compensation plan.
- Personal satisfaction

Questions ??

