




NRHA
North American Retail
Hardware Association

2019 RETAILER MEMBER GUIDE

Don't get ready. Get started.

The North American Retail Hardware Association's (NRHA) mission is to help independent hardware stores, home centers and lumberyards, regardless of wholesale affiliation, become better and more profitable retailers.

This not-for-profit organization serves the channel by providing retailers with educational resources, networking events, industry research and by acting as a collective voice for the 35,000 independent retailers working across the U.S. and Canada.

This guide will provide you with an overview of the resources you can use to strengthen and streamline your business.



What membership level is right for you?



Basic Membership

Everyone is a member. Any retailer who owns and operates an independent home improvement business is considered a member of the association. Basic members have free access to a variety of online educational resources, *Hardware Retailing* magazine and more. See the list on page 3.

Ideal for retailers:

- who aren't sure how to start a training program
- who want to learn more about programs NRHA offers
- who have no training budget
- who are looking for ways to get more involved in the industry



Training Membership

In addition to the free resources that come with basic membership, NRHA Training Members have access to nine in-depth, online training programs ranging from product knowledge and selling skills to loss prevention and basic accounting. See the list on page 5.

Ideal for retailers:

- who want to start or build a more robust training program
- who are hoping to reduce turnover and boost employee confidence
- who have a small to midsize training budget



Individual Offerings

NRHA also offers a variety of resources and programs that retailers can take advantage of regardless of membership status and on an individual basis. See the list on page 6.

Ideal for retailers:

- who are looking for advanced leadership or operations training for themselves or their key employees
- who want to meet other retailers to share challenges and best practices
- who are looking for business service providers like health insurance

Basic Membership

These free resources are available to all retailers on nrha.org.



Train the Trainer Guide

This quick-start guide gives trainers the knowledge they need to start a formal training program or to make their existing programs stronger. With easy-to-read, step-by-step instructions, the Train the Trainer guide is full of practical tips and instructions for creating an effective training program. Download the guide and get started at nrha.org/train-the-trainer.



Trainers' Toolbox

The Trainers' Toolbox provides everything you need to lead a short training session during an employee meeting. It provides retailers with lessons under 5 minutes, complete with visual elements and trainer notes. They cover selling skills, merchandising, operations, category-specific knowledge and product trends. View all lessons at nrha.org/trainers-toolbox.



Tools, Guides and More

Retailers also have access to a growing library of additional tools and guides on several subjects, including human resources, marketing, operations and product categories. Discover resources like a termination checklist, a social media toolkit, a store critique worksheet, selling guides and more. View all categories and resources now at nrha.org/tools-and-guides.



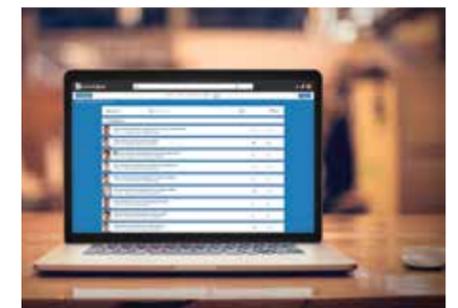
Hardware Retailing

Hardware Retailing, the No. 1 home improvement industry publication, gives readers in-depth information on how-to management, new products and category trends. In addition to the magazine, *Hardware Retailing* also produces a weekly newsletter, updates its website daily, sends a monthly digital publication and more. Check it out now at hardwareretailing.com.



Live Events

NRHA gives business owners from all wholesale affiliations the chance to come together and share new ideas and best practices while discussing their own challenges and opportunities. NRHA hosts several free events annually, including the NRHA All-Industry Conference, State of Independents Conference and more. Discover events at nrha.org/events.



Retailer Forum

Build connections, share experiences and ask questions. While NRHA hosts several live events, we also understand that you need a place to instantly connect throughout the year when you have a challenge or a question. Join an online community of your peers to share ideas regardless of wholesale affiliation. Learn more about the forum at nrha.org/forum.

Training Membership

Train your employees with nine in-depth, online courses with 247 modules.



Why is training important?

Investing in a training program enables your team to perform to their highest standard in all they do. Poorly trained employees will either mislead customers with incorrect information or not engage them at all. Even if they do manage to close a sale with a customer, they've likely only sold the bare minimum, without suggesting add-on sales to increase transaction size. When deciding how much time and effort to spend on training, consider the cost of training compared to the cost of not training at all.

The High Costs of NOT Training

- Low customer service
- Increased shrinkage
- Lost sales
- Increased turnover

The Benefits of Training

- Higher transaction sizes
- Better customer service
- Higher job satisfaction
- Higher productivity

How can I start a training program?

NRHA makes training easy. Each of our nine online training courses give employees the freedom to take courses whenever or wherever they want.

Here is a quick overview of how it works:

- Sign up for a training membership at nrha.org/membership.
- Receive a welcome email with the next steps to register your store in NRHA's learning management system (LMS).
- Each employee uses their own username and password to log on and take courses.
- You set the curriculum and get a report when each employee finishes a course.
- You can even reward employees who complete milestones in their training with a pay increase or bonus. Courses include study guides you can print out to use as a quick reference.



Are you already a member?

Retailers affiliated with True Value, Home Hardware and Federated Co-Ops already have access to all NRHA training on their LMS. Retailers who are affiliated with Ace Hardware can find basic training and accounting courses on their LMS, but also have access to all NRHA training on nrha.org.



Upgrading is easy. Get started today!

online nrha.org/membership | email nrha@nrha.org | phone 1-800-772-4424



Basic Training Course in Hardware Retailing

The Basic Training Course in Hardware Retailing equips employees with the basic product knowledge they need to start selling the eight core hardlines departments successfully.



Basic Training Course in Building Materials Retailing

The Basic Training Course in Building Materials Retailing covers the basic product knowledge employees need to be successful selling the eight core building materials departments.



Basic Training Course in Merchandising

Proper merchandising can improve sales. This course helps employees understand merchandising fundamentals and what they can do to maximize the impact of every display.



Basic Training Course in Inventory Management

Topics covered in this course include ordering, receiving, stocking, reporting, maintaining inventory accuracy and managing slow-moving and discontinued merchandise.



Basic Training Course in Selling Skills

This course teaches employees the basic selling skills needed for delivering top-notch customer service, such as making a good first impression and dealing with customer complaints.



Basic Retail Accounting

Business owners and employees involved in financial management will benefit from this course, which explains common terms and financial statements used in accounting to ensure businesses are operating smoothly.



Project Pro

Employees taking this course will review common DIY projects and learn how to sell an entire project to customers, and understand how that makes a big impact on a store's sales.



Loss Prevention

This course includes three modules covering internal theft prevention, external theft prevention and store safety. It will help retailers develop a safe and secure retail environment.



"Our Three Pennies of Profit"

This video gives employees a basic understanding of retail profit and loss. It helps them realize how their actions on the salesfloor directly affect their own success in the business.

Individual Offerings

Discover several options for growing or improving your business.

NRHA Retail Leadership Institute

NRHA's Retail Leadership Institute is designed to keep the industry moving forward. The institute exists to offer advanced educational opportunities to help future industry leaders gain skills and confidence to grow within their organizations toward a successful future. For more information on any of these programs, visit nrha.org/rli.



NRHA Foundations of Leadership Program

This online course introduces new and up-and-coming retail employees to key concepts of leadership and personal development. Course materials cover communication, problem-solving and best practices for building and developing teams. Participants engage in insightful assessments to determine their personality type and unique leadership style and how to develop their management skills accordingly.



NRHA Retail Management Certification Program

This college-level course is designed to teach key employees, future owners and new owners effective business practices in all areas of operating a retail hardware, lumber or home improvement business. This advanced leadership course is ideal for experienced independent home improvement business leaders who are looking to improve their skills in strategic planning, decision-making and leadership.



Roundtables

NRHA provides independent retailers from all wholesale affiliations opportunities to connect with one another at networking roundtable events. With agendas set by the retailers in attendance, roundtable themes include financial affairs, human resources, information technology, marketing and merchandising, small business and government, women's leadership, young retailers in the industry and much more.



NRHA STIHL Foundations of Leadership Conference

This conference is held annually for students and mentors who are current or past participants in the Foundations of Leadership Program and the Retail Management Certification Program. This event provides an opportunity for participants to meet course instructors and connect with other members of their cohort, in addition to participating in leadership-themed seminars and workshops.

Business Services and Resources

NRHA partners with expert organizations in an effort to save you money on things like insurance and payment processing. Learn more about these services at nrha.org/business-services.



Health Insurance & Prescription Savings

The NRHA Health Insurance Program and RxCut Prescription Savings Card program are both designed to save U.S. business owners money on health care without sacrificing benefits.



Credit Card Processing & Payment Services

Clearnet can offer retailers low payment processing fees and provides customers with the most up-to-date technology. Business owners can tap into several cutting-edge payment technologies.



Workers' Compensation & Liability Insurance

Member Insurance provides risk management services and affordable insurance solutions specifically designed for independent home improvement businesses.



Human Resources Management

Group Management Services takes on human resources tasks that many small and midsize businesses don't have the time or expertise to effectively manage, such as payroll and risk management.

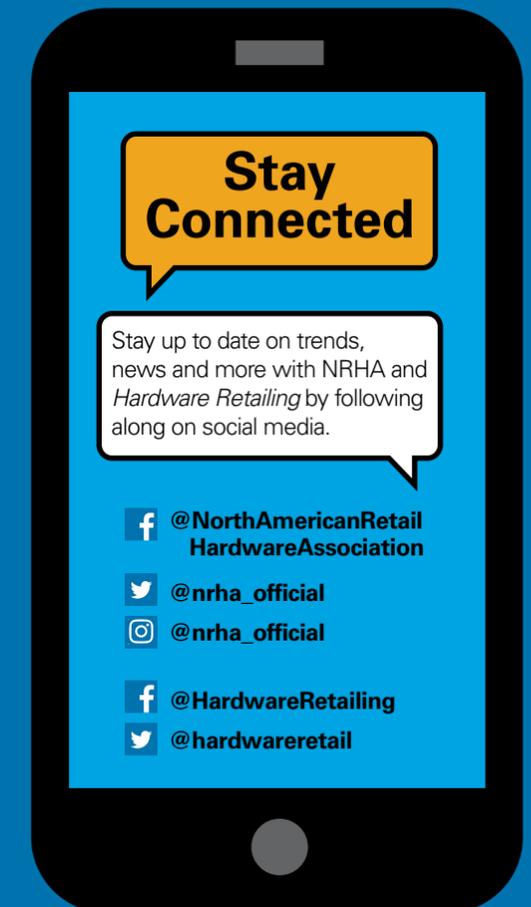
Cost of Doing Business Study



This annual study provides detailed financial information from hardware stores, home centers and lumber/building material outlets in the U.S. Retailers use this resource to compare their operations to average and high-profit businesses. It can also be used as a tool to determine new ways to increase profits. To learn more about the study, visit nrha.org/codb.

Participation is completely free and confidential. All retailers who participate in the study will receive:

- a free copy of the completed study (\$499 for non participants)
- a Personalized Financial Analysis with composite financial statements
- their business's ratios, strategic profit model and what-if scenario generator



Your business insurance is personal to us.



Since 1972, we have committed ourselves
to what we know best – **YOU.**

Your industry is our speciality. It's all we do.

We offer a personalized and consultative approach to your insurance needs. Our insurance products and services are designed for hardware, lumber and building material dealers, rental operations, garden centers, and commercial industrial distributors. Programs may include the opportunity to receive an annual dividend.



When you join Member Insurance, it's personal.
We are 100% committed to being available to you, whenever you need us.
Go to memberinsurance.com/personalservice to learn more.
855.MIA.TOOL