HARDI’s Counter Specialist Certification Program is carefully designed to provide you with expert advice regarding the necessary knowledge and skills that a successful Counter Specialist should possess. This unique program offers you the flexibility to develop those tools by customizing the program, making it relevant and successful for your company!

**PROGRAM FOCUS**

In addition to looking at tenure and a core set of counter skills, HARDI’s Counter Specialist Certification Program focuses on five competency areas:

- Customer Service & Sales
- Wholesaling Business Knowledge
- Product Knowledge
- Safety & Warehouse Knowledge
- Additional (customizable) Focus

**The program features four levels of certification:**

Assistant, Associate, Senior and HARDI Certified

At each level the program focus remains on the areas mentioned above. The requirements simply become more appropriate for higher levels of certification.

Each certification level should take approximately 6 to 12 months. Once HARDI receives notification of completion, the certification will be issued.

**COMPANY SUPPORT**

Each participating company will elect a training coordinator who is knowledgeable about the requirements and monitors the participant’s progress.

**The training coordinator will:**

- Act as a support person for their Counter Specialist
- Receive a Training Coordinator’s guide with an overview of the program and detailed information on how to facilitate the program
- Support and hold participants accountable for learning outcomes
- Use real-time data to track student’s progress toward meeting his/her requirements
- Help shape the Counter Specialist’s training curriculum by selecting appropriate training courses that meet each requirement
- Review the completed requirements of each Counter Specialist and approve certification before sending the record to HARDI for final verification
To get started with the Counter Specialist Certification Program, sponsors should reach out by phone at (614) 345-4328 or email at hardimail@hardinet.org.

We will conduct an orientation for the training coordinator to detail their responsibilities and to ensure the company’s familiarity with the program.

We will enroll all Counter Specialist Certification Program participants and provide them with an individual orientation, ensuring they enter the program understanding the requirements and with confidence in their ability to move forward toward a successful program completion.

We look forward to working with you and your Counter Specialists on this exciting program. Contact us today!