

The two leading organisations CERA and NAEP have joined forces to provide a 'Retailer Accreditation Scheme' to help boost your business, reassure the public and create a voice and presence in the sector.

In an increasingly complex market, prospective customers can be forgiven for being confused, to know who they can trust and where they can go for advice and a fair price.

The new Accreditation Scheme is tailored for retailers of equipment, for people with a disability and put the customer centre-stage with assurances and a code of conduct they can rely on.

## **Why should you be involved? What's in it for you?**

1. Compliance with national standards.
2. An independent, fair complaints and arbitration service the public and members know will be fair and impartial.
3. Exclusive discounted membership (20%) off the Federation of Small Businesses and access to their legal assistance hotline and a host of other benefits.
4. A brand new, 'Find a Retailer' webpage so the public and search engines can easily find you, featuring an interactive map, your contact details and links direct to your website.
5. Reviews of your shop from Which?, Google, Facebook etc. uploaded onto CERA website.
6. Your details will be listed with the Disabled Living Foundation and your shop named on 'ASK SARA' in order to help more clients and professionals find you.
7. CERA will inform your Local Authority of the details of your shop and your membership of CERA so that their officers can signpost people to your service.
8. Membership of The CERA Accreditation Scheme means increased public awareness of who they can trust and the standards they can expect, much like to old CORGI recommendation.
9. The exclusive use of a recognisable, registered logo and Kitemark to display at premises, showrooms, business stationery and websites. A valuable marketing tool, letting prospects know they are dealing with an organisation with standards they can trust.

10. Helping to make sure valuable customer contacts are dealt with in a way that conforms with your company's policy and standards with a free Mystery Shopping Service.
11. Subsidised training and education opportunities for you and your staff will be found on the CERA website, to improve knowledge, responsiveness and make every contact count.
12. The experience of CERA, NAEP and other retailers on hand to provide advice and support.
13. The CERA Code of Practice is exclusively for the use of CERA members; the gold-standard that customers and clients can rely on and staff and advisors can live up to.
14. Access to a member's website, full of current information, regulations, product innovation, 'how-to', news and gossip from the industry.
15. An interactive member's Blog to discuss issues, such as the implications of a post-Brexit market, and share good practice.
16. Access to a European equipment portal
17. Opportunities to be involved in CERA Development.
18. 3b NAEP membership for one named member of staff.
19. An exclusive invitation to NAEP Regional Groups, to share best practice, experiences and views.
20. Receipt of, and the invitation to contribute to NAEP News.
21. Invitation to join the NEAP annual conference and hear from industry leaders, politicians and opinion formers.
22. Be part of the Gala, Annual awards.