

PROFESSIONAL AND COMMERCIAL RADIO/MOTOTRBO™ SALES ASSOCIATE

See back side of this page for certification registration codes and more details.

TARGET AUDIENCE FOR THIS CERTIFICATION

Channel Partners, Resellers, Employees

OVERVIEW OF THIS CERTIFICATION

This certification provides the basic information needed to sell Professional and Commercial radios and related subscribers to end-user customers.

MOTOTRBO Sales Enablement—The perfect starting point for any sales associate, this entry-level course gives an overview of all products in the MOTOTRBO line and highlights specific features and benefits of each.

MOTOTRBO Subscriber Portfolio—An overview of all MOTOTRBO subscribers and radio specific or system features available per radio model. Covers main radio capabilities, such as frequency bands as well as optional features like GPS, options boards and others. Also covers accessories and provides guidance for selecting the most appropriate radio models and accessories for various situations.

Creating Vertical Value—Insight on how to align Motorola products within an industry vertical in order to create robust solutions that deliver true value to various types of customers.

MOTOROLA SOLUTIONS PRODUCTS

From the front desk to the factory dock, moving across campus or around the country, MOTOTRBO radios are connecting more people effortlessly and efficiently wherever they work. Information is instantaneous. Decision-making becomes easier. Safety gets stronger. Productivity increases. Service improves and customers are more satisfied.

Ultra-thin portables or extra-tough mobiles, integrated Bluetooth or industry-leading data applications, MOTOTRBO radios fit your needs for today and can evolve to address new requirements tomorrow. MOTOTRBO radios are trusted by more than 1 million users and designed with a robust mix of features to increase workforce efficiency, productivity and safety.

MOTOTRBO™ PORTABLE, TWO-WAY AND MOBILE RADIOS

MOTOTRBO™ REPEATERS

MOTOTRBO™ SYSTEMS: IP Site Connect, Capacity Plus, Linked Capacity Plus, Connect Plus

MOTOTRBO™ SYSTEM APPLICATIONS: MOTOTRBO™ Anywhere

Check with your local Motorola services sales representative for specific availability within your region or country and the most current list of eligible products.

AVAILABILITY

- Sales Certification
- Technical Certification
- Associate Level
- Professional Level
- Master Level
- North America
- Latin America
- Europe, Middle East, Africa
- Asia Pacific

BENEFITS OF THIS CERTIFICATION:

Upon completion of this certification you will be able to:

- Better assess a customer’s current state of business to gain a greater understanding of their true needs and how MOTOTRBO can address them.
- Present a high-level overview of MOTOTRBO conventional, IP Site Connect, Capacity Plus, Connect Plus, and Linked Capacity Plus systems, focusing on features and benefits of each system.
- Identify target markets and benefits of MOTOTRBO for customers and differentiate MOTOTRBO from competitor solutions.
- Describe the infrastructure required for various MOTOTRBO systems and highlight the features and benefits of the radios and accessories.

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CERTIFICATION CODE DETAILS:

North America	Latin America	Europe, Middle East, Africa	Asia Pacific
NRYSA0001	LRYSA0001	ERYSA0001	ARYSA0001
Formats	Online self-paced		
Length of Entire Certification	Approximately 4 Hours		

For more information about availability, required courses, pre-requisites and pricing, visit the Motorola Solutions Learning Management System (LMS) at <https://learning.motorolasolutions.com/> and search for the bundle code for your region. For general information about the entire Motorola Solutions Certification Program see www.motorolasolutions.com/

COURSE INFORMATION—FOR QUICK REFERENCE ONLY. PLEASE USE THE CERTIFICATION CODE TO REGISTER BEFORE TAKING THESE COURSES.

MOTOTRBO™ Sales Enablement—Basic information needed to sell MOTOTRBO and related subscribers.

MOTOTRBO Subscriber Portfolio—Provides guidance for selecting MOTOTRBO radio models. An overview of radios, features, and accessories.

Creating Vertical Value—Insight on how to create value within industry verticals.