



# MOTOTRBO™ R7

Sales play

Training guide

# MOTOTRBO R7



## Index

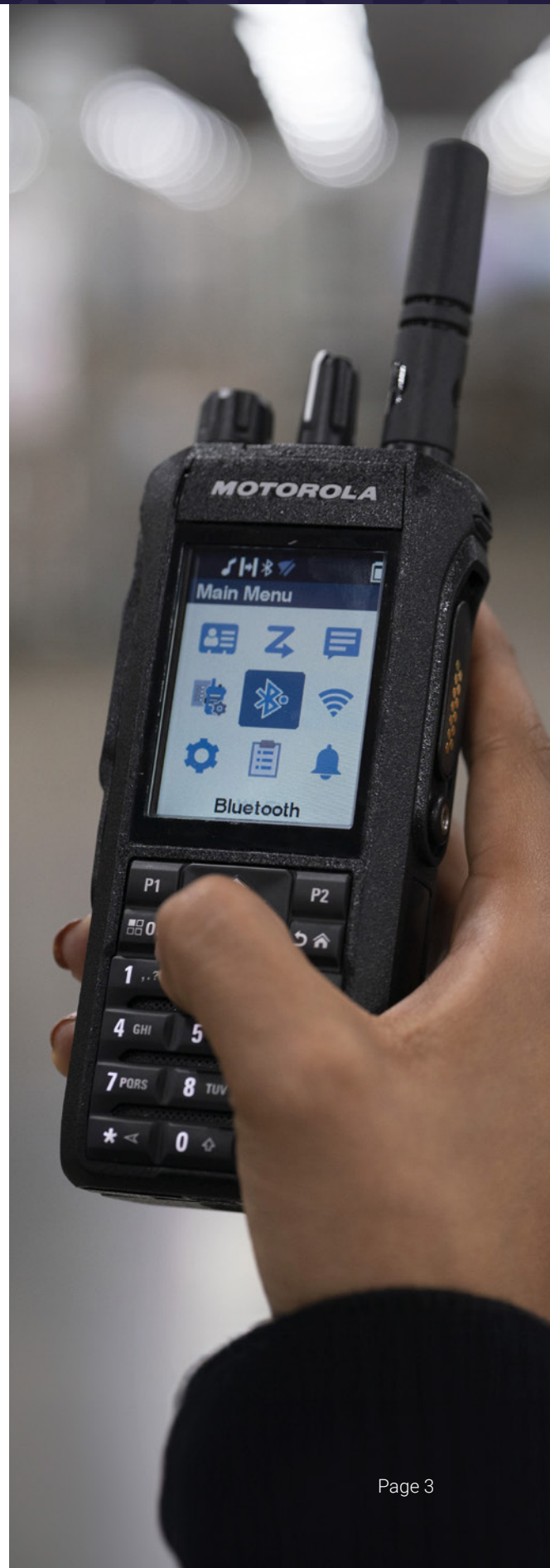
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# Overview & Presentation

The [MOTOTRBO Sales Play](#) is your resource to help to better prospect, position, and sell R7.

The approaches and techniques listed in the Sales Play are based on the real world experience of other sellers who have successfully sold R7 into their accounts. Shortcuts to each approach are hyperlinked in the buttons below, so simply click and go.

A vital component of the R7 Playbook is your feedback. With your input, we can continue to improve this tool. A link to the feedback form can be found [here](#).



# Access

The MOTOTRBO R7 Sales Play is hosted in **Partner Central**, as many other pages that may be useful for your daily business.

You can access Partner Central at <https://partners.motorolasolutions.com/> and enter with your credentials. Your personal user and password will allow you to access all the tools and pages hosted there.

The screenshot shows the Partner Central website. At the top, there is a navigation bar with "HOME" and "PARTNER CENTRAL". Below this is the main heading "PARTNER CENTRAL". A large banner features a "2023 CHANNEL WEBINAR SCHEDULE" with a description and a "VIEW SCHEDULE" link. To the right of the banner is a photo of a man talking on a mobile phone. Below the banner, there are several sections: "Partner Communicat" with a link to "Partner Communications", "Viv's Podcast" with a link to "October 2023 Podcast", and "MY EMPOWERING TOOLS" which lists various resources like "Brand Portal", "Co-op Funds/MDF", "EmpowerRewards", "Learning Experience Portal", "Marketing Center", "MyView", "Partner Finder", and "Sales View". There is also a "WHAT'S NEW" section with a link to "DIMETRA Express - Combo Deal Form" and a "CHANNEL WEBINAR 2023 SCHEDULE" section with a link to "DIMETRA EXPRESS, R2.2 - UPDATE".

Once inside Partner Central, you have 2 options to access the MOTOTRBO R7 Sales Play:

1. Go to MOTOTRBO R7 Product Page and look for the link in "**Partners Resource**" Tab:  
[https://www.motorolasolutions.com/en\\_xp/products/mototrbo/portable-radios/mototrbo-r7-series.html#resources](https://www.motorolasolutions.com/en_xp/products/mototrbo/portable-radios/mototrbo-r7-series.html#resources)
2. Access with this direct link:  
[https://www.motorolasolutions.com/en\\_xp/partners-sales/r7.html](https://www.motorolasolutions.com/en_xp/partners-sales/r7.html)

Once you access MOTOTRBO R7 Sales Play, you will find the **Home Page**.

**MOTOTRBO R7 SALES PLAY**

Home Approaches Accessories Sales Motions Toolbox Video Hub

## MOTOTRBO R7 SALES PLAY

The MOTOTRBO R7 SALES PLAY is your resource to help to better prospect, position, and sell R7. The approaches and techniques listed in the playbook are based on the real world experience of other sellers who have successfully sold R7 into their accounts. Shortcuts to each approach are hyperlinked in the buttons below, so simply click and go. A vital component of the R7 Playbook is your feedback.

With your input, we can continue to improve this playbook and add new techniques and best practices for selling R7. A link to the feedback form can be found [here](#).

### Approaches Customers Respond to the Most

Based on feedback from successful R7 Sellers

- SALES APPROACH A:**  
**Form Factor and Size**  
Your customer needs a radio that is easily carried and aesthetically pleasing. This customer needs to **Maintain a Professional Aesthetic**.
- SALES APPROACH B:**  
**Enhanced Audio Capabilities**  
Your customer works in a loud environment and needs to always hear and be heard. This customer needs to **Prioritize Audio Capabilities**.
- SALES APPROACH C:**  
**Intuitive User Interface**  
Your customer may be using advanced feature sets but also need a radio that is easy to adopt. This customer needs a radio that gets them more information in fewer clicks and **Optimize Their Time**.
- SALES APPROACH D:**  
**Ecosystem Integration**  
Your customer is looking to maximize their investments by engaging the ecosystem. This customer needs to **Expand And Automate Their Operations**.
- SALES APPROACH E:**  
**Radio Refresh**  
Your customer wants to leverage the latest innovation radio technology has to offer. This customer needs to **Refresh Their Fleet And Prevent Down Tearing**.

Approaches and features above have been key selling points. Watch to see how these account managers have pitched R7

In the **Home** you have a brief description of the tool and a feedback link to provide any comments you may have.

**MOTOTRBO R7 SALES PLAY**

Home Approaches Accessories Sales Motions Toolbox Video Hub

## MOTOTRBO R7 SALES PLAY

The MOTOTRBO R7 SALES PLAY is your resource to help to better prospect, position, and sell R7. The approaches and techniques listed in the playbook are based on the real world experience of other sellers who have successfully sold R7 into their accounts. Shortcuts to each approach are hyperlinked in the buttons below, so simply click and go. A vital component of the R7 Playbook is your feedback.

With your input, we can continue to improve this playbook and add new techniques and best practices for selling R7. A link to the feedback form can be found [here](#).

**LEARN MORE**

Below the introduction, there will be 5 columns detailing the approaches that Motorola Solutions selected to better describe and deep dive on the R7 device. You can access each one of them with the **“Learn More”** button.

### Approaches Customers Respond to the Most

Based of feedback from successful R7 Sellers

- SALES APPROACH A:**  
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**LEARN MORE**

Also, below, you will find 5 icons for each one of the approaches, that contain an **introductory video** of our sales people if you click on them.

Approaches and features above have been key selling points. Watch to see how these account managers have pitched R7



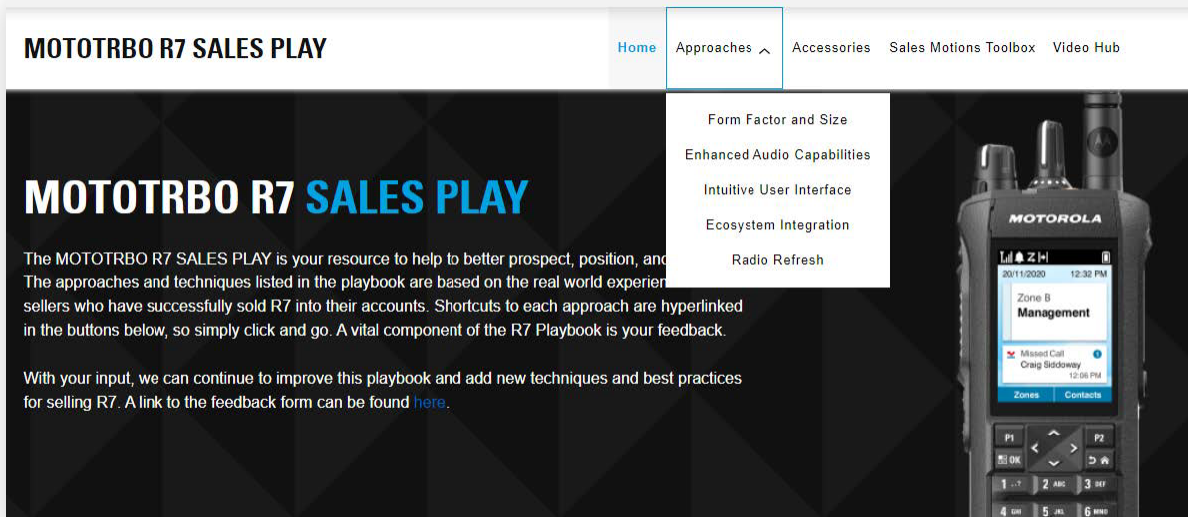
- Form Factor and Size Account Manager**
- Enhanced Audio Capabilities Account Manager**
- Intuitive User Interface Account Manager**
- Ecosystem Integration Account Manager**
- Radio Refresh Account Manager**



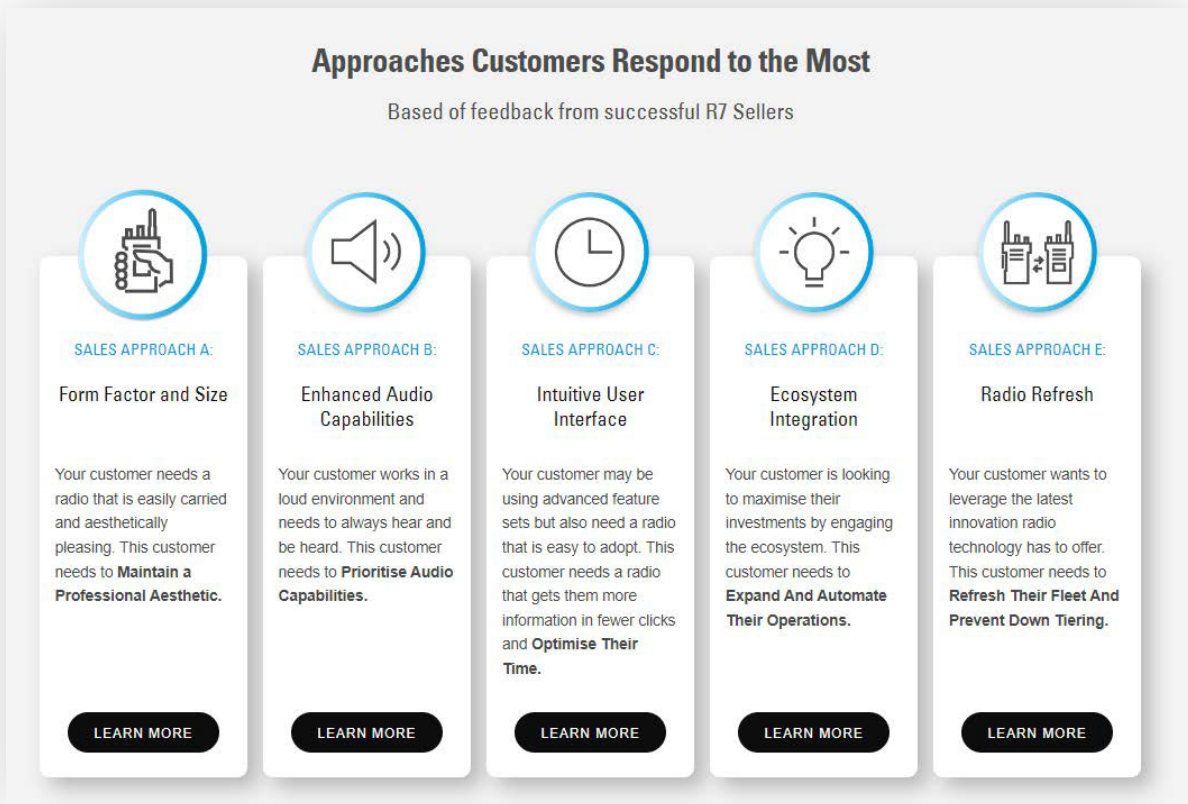
# Approaches

In the **Home Page** you will find the access to the 5 approaches that Motorola Solutions selected to present the **MOTOTRBO R7**.

You can access the 5 approaches in the top menu:



And from the **Home Page**, in this section:





# Approaches

The approaches will all have the same template, format and sections, but **the content will be different in each one.**

In all the approaches we will find first a presentation and a video of MSI Sales Representatives **highlighting the most important information** about the approach selected.

**MOTOTRBO R7 SALES PLAY** Home Form Factor and Size Accessories Sales Motions Toolbox Video Hub

## SALES APPROACH A: FORM FACTOR AND SIZE

Ideal candidates for this sales play are customers who are sensitive to the size, weight, and/or aesthetic appearance of their critical communications device. There are these types of customers across all verticals and industries including hospitality, manufacturing and healthcare. See below for tips, tools and resources to help you successfully secure and conduct your customer meeting.

**SUCCESS STORY**

MOTOTRBO R7: Form Factor and Size

Immediately after that, there will be a **What to Know** section that includes:

- A **Solution Overview**,
- **Key Value Propositions** and
- **Competitive Differentiator** information

All this information will provide a **high level summary and first view** about the Approach selected for the R7 device.

## WHAT TO KNOW

### Solution Overview

- MOTOTRBO R7 is our most ergonomic radio yet with all of the same features and more that customers have come to expect from the MOTOTRBO line of radios. Ruggedness is not compromised either with the new, smaller design: R7 is intrinsically safe, IP68 and IP66 ratings mean that it's completely dust tight and protected from water immersion of up to 2 metres for 2 hours. Even though the R7 is smaller than its predecessors, the screen is bigger and is also ruggedised for impact resilience e.g. can withstand multiple drops onto concrete.
- R7 maintains all of the features and ruggedisation standards of its predecessors but is more ergonomic.

# Approaches

## Key Value Propositions

- R7 is perfect for customers who are looking for a device that is feature rich, rugged but is non-cumbersome and can easily fit in the palm of your hand, on your belt or even in your pocket.
- Maintain desired aesthetics for customers with high public interaction or where aesthetics are critical to the business.
- Keep your device from getting in your way by easily carrying and storing it in more places because of its slim form factor and smaller design.
- Customers who do not carry an industrial tool belt or do not wear a uniform that has a belt clip available can still carry the device easily in their pocket or other compact carrying solutions.

## Competitive Differentiator

- Slim and Standard economy battery. Economy: 132 x 56 x 37 mm / Slim: 132 x 56 x 41mm.
  - Comparable in size to competitive models but more rugged, loudest and clearest audio and best battery performance.
- 289g-366g (depending on battery & keypad)
- Only radio to be IP68 + IP66 (high pressure water jet) certified of all comparable competitive models.
- Allow workers to see critical information at a glance without scrolling.
  - Large 2.4" transfective colour display.
- Avoid annoyance of high volume in quiet areas or low audio in loud environments.
- Intelligent Audio technology
  - With the ability to monitor background noise and automatically adjust the speaker volume.

Below, there will be a **What to Say** section including:

- An **Elevator Pitch** for this device and approach to help you explain it in few minutes,
- **Buying Influences** to highlight the best profiles to contact on your end customer with this information,
- **SPIN Questions** and **Tips** to start the conversation,
- **Common Objections** and the suggested responses that come from MSI Sales Representatives experiences in the market.

### WHAT TO SAY

#### Elevator Pitch

If you're looking for a device that has all the features and more you need in a critical communications device also with the durability standards your job needs but don't want an engaged and bulky device that is difficult to hold, cumbersome to carry and offensive to the general public's eyes, then the R7 is the device made for you.

#### Buying Influences & What To Lead With

- Economic: CFO, Operations Manager, Department Leads
- End User: Emergency Preparedness Manager, Project Manager, Security Director.
- Technical: IT Personnel, Network Managers, Communications Managers.

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#### SPIN Questions

SPIN: Situation, Problem, Implication, and Need-payoff

- How do you carry your critical communications devices today?
- Do your employees lose their radios often because there is no effective way to carry them consistently on their person?
- How are you using radios today?
- Have you experienced any challenges with your communications system? Tell me about them.
- What do the users of the radios say about the ergonomics of the units?
- Would a smaller/lighter radio interest you? Why? How would it improve your situation?

#### Tips

- If there is no problem to solve, there is no opportunity for a sale. The problem must be the customer's, not ours. Designing questions to uncover the problem is key
- A gauge of success is who is doing more talking. If you are taking more than the customer, reset and ask more questions.
- Frame customers' responses using phrases like "it sounds like", "what I'm hearing is", "it would seem that". This solidifies their emotional state and demonstrates listening/understanding.

### Common Objections

WITH THE SLIMMER DESIGN AND FORM FACTOR, DOESN'T THAT MEAN THE RADIO IS LESS DURABLE THAN OTHER, LARGER RADIOS?

RESPONSE R7 is the only professional radio that supports the following combination: (a) IP68 for water immersion; (b) IP66 for high pressure water jets, corrosion-proof side connector; and (c) a housing made from material designed for the medical industry

THAT LARGE SCREEN LOOKS LIKE I WOULD CRACK IT ON THE FIRST DAY. IS IT GOING TO STAND UP TO THE JOB?

RESPONSE R7 is made with Military standard ruggedness. Compliant with MIL STD 810, C,D,E,F,G,H.

I DON'T WANT YOUR RADIO SYSTEM ON MY NETWORK

RESPONSE Can you tell me a little more about your concerns with our radio systems being on your network? We integrate our systems with Government and Large Enterprises all over the world. I'd be happy to address any concerns so that you are comfortable with our solution.

WHAT'S THE DIFFERENCE BETWEEN THE DP4000 AND THE R7 TO JUSTIFY THE PRICE DIFFERENCE?

RESPONSE Updated capabilities and future proofing

WE'RE HAPPY WITH WHAT WE HAVE

RESPONSE The R7 is an enhanced version with a better user experience.

The R7 Series also includes several features which improve CyberSecurity as a Secure processor, Secure Enhanced Linux operating system, Digital Certificates for authentication and encryption and Software developed under the NIST CyberSecurity Framework. Risk based approach focuses on mitigation options, continuous monitoring, diagnosis and remediation to evolve security practices.

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# Approaches

And, at the bottom of the page, the **What to Share** section will help you find at one click the key assets of the device you are working on, even to send it by email or, to prepare your meetings.

**WHAT TO SHARE**

**By Email**

-   
[MOTOTRBO R7 Brochure](#)
-   
[Promo Video](#)
-   
[R7 Data Sheet](#)

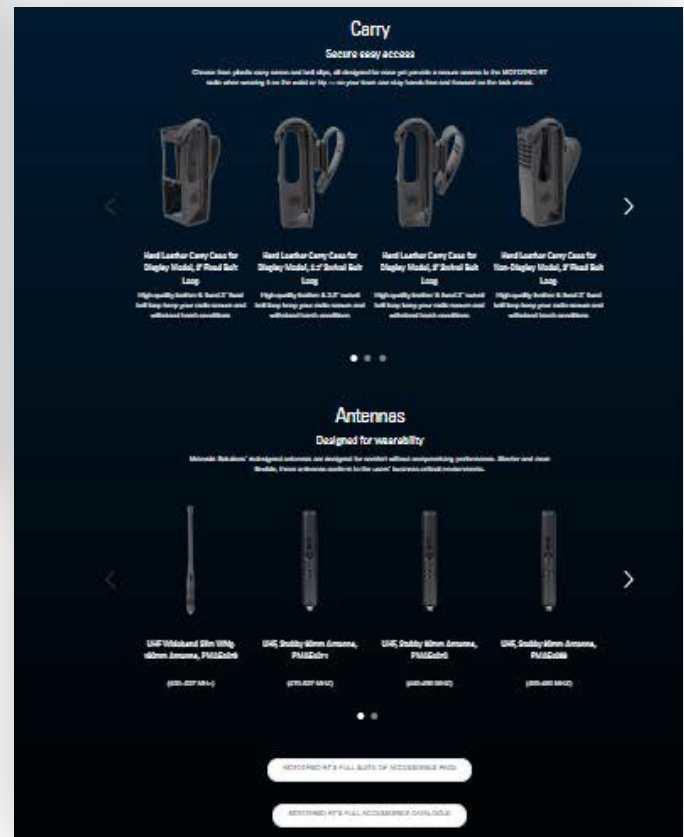
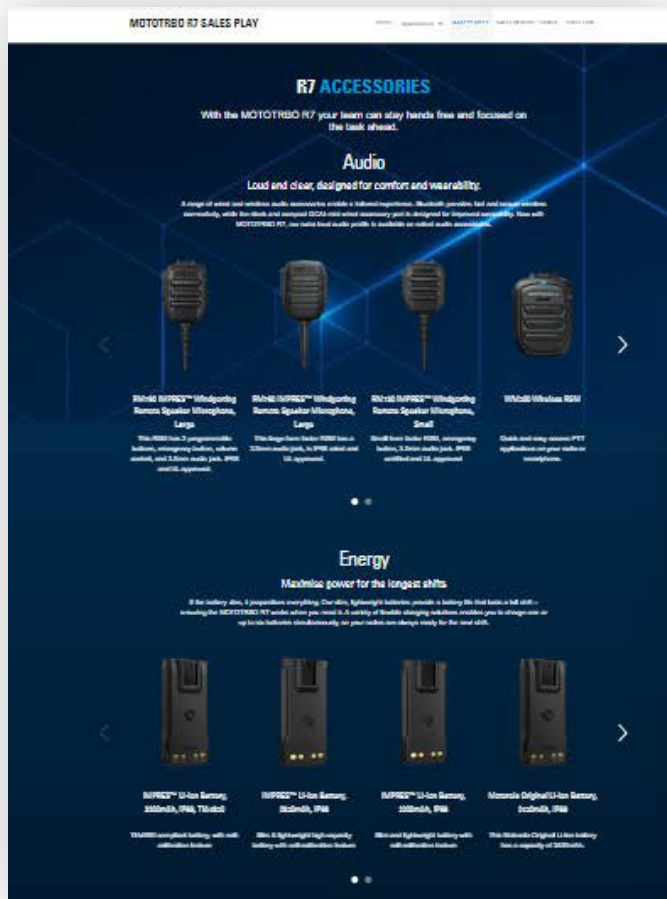
**In your Meetings**

-   
[Customer Presentation](#)
-   
[Accessories Presentation](#)
-   
[How It's Made](#)

# Accessories

The accessories page can be found in the **Top Menu** in every section of the R7 Sales Play, and will help you to have the **main information** about most important accessories and features all together, in the same page.

You will find several options of **audio, energy, carry and antennas** with images and features included and, at the bottom of the page, you will have a link to review our **R7 Accessories Catalog and Full Page**, in case you need further information or to contact our internal team for support.



# Sales Motion Toolbox

The **Sales Motion Toolbox** page can be found in the **Top Menu** in every section of the R7 Sales Play, and will be your source of important information related to the R7 device. Here you will find:

- **Key contacts** and contact data of Partner Support Team,
- **Training** and educational pieces,
- **Additional resources**, full assets and **Marketing Materials**,
- Link to our **Feedback Form**



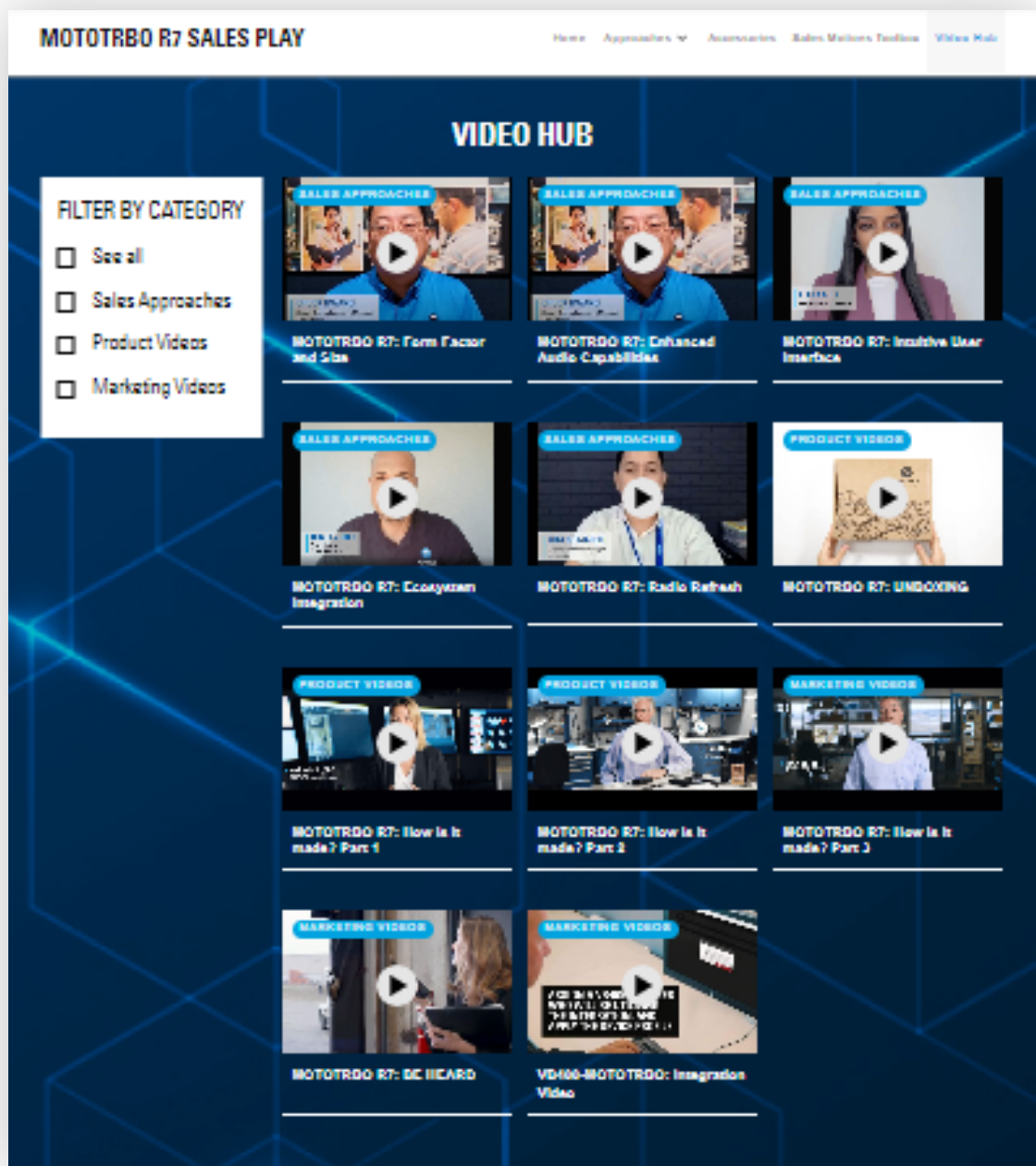
# Video Hub

The **Video Hub** page can be found in the **Top Menu** in every section of the R7 Sales Play, and will contain all the videos related to the product in one page.

You can access it and see **all the videos** together, or apply filters by:

- **Sales Approaches,**
- **Product Videos,**
- **Marketing Videos**

To easily find the information that you are looking for.



# FINAL CONSIDERATIONS

Please remember that a vital component of the R7 Playbook is **your feedback**.

With your input, we can continue to **improve this tool, add new techniques and implement best practices** for selling R7.

The link to the feedback form can be found [here](#). Please share your comments with us.

## Key Contacts

Your local [Pre Sales Manager](#)

## Asia Pacific

Email: [partners.apac@motorolasolutions.com](mailto:partners.apac@motorolasolutions.com)

Australia 1-800-931855

Hong Kong SAR 800-903-237

India 000-800-9190337

Indonesia 007-803-011-4936

Japan 0066-33-813730

Mainland China 4001-202101

Malaysia 1-800-8-18590

New Zealand 0800-445227

Philippines 1-800-1-114-2853

Singapore 800-1206952

South Korea 00798-14-800-9674

Taiwan 00801-13-6901

Thailand 1800-011691

For countries not listed above, please contact +60377248030. International call charges apply



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