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ASCOM PARTNER SCHOOL – PROFESSIONAL  
TRAINING FOR PROFESSIONAL SUPPLIERS



Ascom Partner School offers a broad range of courses to satisfy all the needs you have in order to sell, design, maintain and install Ascom solutions. A dedicated team with specialist competences and long experience is ready to develop and execute training worldwide on Ascom Wireless Solutions products.



Assure that you have the right competence when joining the Ascom Partner Program. The value of a well trained reseller net will give you a good reputation, efficient sales and satisfied customers.

### **Satisfied customers will make your business grow**

Customer problems tend to be expensive. Not only the cost of troubleshooting with repeated customer visits and frustration in escalation time and loss of goodwill will affect future sales. Not to mention the time spent by sales to calm agitated customers. This can be minimized with correctly trained staff. You will sell systems and solutions that are possible to implement and the implementation will be robust and successful, leading to satisfied customers and in the long run a solid good reputation for your organisation.

### **Secured competence in each step**

How do you do to become successful with customer projects? Ascom Training has developed different trainings for different steps in the customer project chain.

- **Sales** – How our system and product capabilities can solve customer needs.
- **Design** – How it should be solved, and how to optimise the solution to meet customer needs.
- **Engineering** – Making it happen, implementing and maintaining the system or solution at the customer site.

In this way you can secure all links in the chain and be able to create customer value over time and trouble free profits.

### **Turn key training solutions – the highway to increase competence**

Finding the appropriate trainings is easy. Coupled to what products you have in your portfolio we have predefined programs for sales, design and engineering staff. If you are a distributor to handle support for your resellers or if you are a reseller it is clear what you need.

What you require regarding training to advance from reseller to system integration partner is clearly identified. To grow your organisation into advanced messaging solution capabilities the training is divided into steps so you don't have to invest all up front.



- Dedicated team
- Long experience
- Specialists
- Close cooperation with R&D

The Ascom training team has deep product competence from working in R&D projects with course development. Our professional trainers are to a large extent recruited from our internal R&D department and combined with the pedagogical specialists we create effective training for anyone that wants to sell and deploy our systems and solutions. Training is tailored to give what you need to get your staff certified on the Ascom products.

#### **Training solutions**

Choose between e-learning, instructor led training centrally in Sweden or at any location on request. To distributors that want to manage their own trainings we have a train the trainer certification program called Ascom Academy. Product certification tests are delivered as a part of the training offer. We can also support distributors to certify their own reseller network.

To meet challenges in geography and to make sure the training time is minimized without jeopardizing the competence, we use different training methods for different skills and target groups. If there are special needs we can make customized trainings focusing on your business prerequisites and opportunities.

E-learning is also available as part of the Ascom Partner School. E-learning strengths are that we reach geographies at a low cost with theoretical skills. E-learning is self paced which means it can be done on time that could have been wasted. For practical skills there are no substitutes for practical exercises. Whether they are done remotely or in the class room will depend on the difficulty level.

#### **Ascom Partner School program**

All trainings are presented on our Ascom Partner School web together with more information and possibilities to apply to trainings.

- Blended learning - Method depending on level/type of skills – maximising sustained result
- Enables your staff to get product certification
- Ascom Academy – Certifies your instructor to conduct your own trainings
- Get certified to certify your own partners
- Customised trainings according to your own needs