



Learn. Grow. Succeed.

A Fresh Perspective in Training for Security Professionals

i-PRO University is a new training program for security professionals designed to support every level of education, from novice to expert, with open enrollment available to individuals, resellers, and organizations across the industry. The program is designed to help organizations build and sustain skilled teams while supporting long-term workforce development and business growth. Two curriculum tracks, technical training and sales training, are taught by seasoned professionals who have extensive experience selling and installing security systems.

i-PRO University Technical Training Program

Certifications are available at the Associate, Professional and Expert level with curriculum covering product agnostic “Fundamentals” as well as detailed instruction on i-PRO solutions. Courses are available via eLearning or on-site classroom training. Course certification requirements are as follows:

For more information and pricing on Technical Training, scan or click the QR code below.

	Associate		Professional			Expert
	i-PRO [Factory Trained or Certified] Access Control Associate	i-PRO [Factory Trained or Certified] Video Surveillance Associate	i-PRO [Factory Trained or Certified] Access Control Professional	i-PRO [Factory Trained or Certified] Surveillance Professional	i-PRO [Factory Trained or Certified] Video Insight Professional	i-PRO [Factory Trained or Certified] Solutions Expert
Access Control Fundamentals	✓		✓			✓
Video Surveillance Fundamentals		✓		✓	✓	✓
IP Networking Fundamentals			✓	✓	✓	✓
i-PRO MonitorCast Configuration and Operational Mastery			✓			✓
i-PRO Camera Installation & Programming				✓	✓	✓
i-PRO AI Application Configuration and Operational Mastery				✓	✓	✓
i-PRO Active Guard Configuration and Operational Mastery				✓	✓	✓
i-PRO Video Insight Configuration and Operational Mastery					✓	✓

i-PRO University Sales Training Program

A variety of training courses are offered to help security sales teams improve consistency, communicate value more effectively, and sell solutions rather than products. Courses focus on key selling systems, opportunity management, and forecasting to help fine tune sales skills, close more deals, and generate more business. All sales training courses are uniquely designed to sell physical security solutions applying proven processes to achieve better outcomes in the highly competitive security market. Courses are available via eLearning or on-site classroom training that dive into five critical sales development skillsets:

Solution Sales focuses on security issues and pain points, shifting the emphasis from product “speeds and feeds” to outcomes. Show prospects how you can solve their problems and you’ll win more customers.

Payoff Selling is geared towards communicating to C-suite decision makers how physical security can better protect people, property and assets – minimizing risks and liabilities, and more importantly, lowers costs. Learn how to translate costs into ROI outcomes to close more sales.

Insight Selling is based on identifying the specific pain points of your prospect and positioning your portfolio of security products and services into the specific solution they need. Learn how to evaluate customers’ needs so you can best customize your sales pitches to address their critical security pain points.

Unlocking the Power of Differentiators provides instruction on how to differentiate your security offering based on performance, technology, features, case studies/ applications, and customer support combined with your integrity believability, reputation and personal brand. Learn how and what to package into your sales presentations to cut through the clutter and make the sale.

Opportunity Management & Forecasting is a powerful tool to proactively identify which security prospects promise to deliver the best use of your time – and deliver better overall outcomes. This training track teaches you how to accurately assign scores to sales opportunities to improve forecasting and clearly focus your sales efforts where they matter most.

Sales Training Course Topics

- Unlocking the Power of Differentiators
- Running an Effective Discovery Meeting
- Solution Selling Overview
- Opportunity Management & Forecasting
- Social Selling with LinkedIn
- Powerful Presenting - How to Present Your Proposal
- Understanding Buyer Behaviors

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