

*Which direction are you heading?*



*The answers  
are inside...*

**BEDROCK**

Learning has the solutions

# BEDROCK Learning

## Your Life-long Learning Partner

The foundation of Bedrock Learning is based on more than 30 years of training and curriculum development experience, and 20+ years experience in the residential technologies industry.

Founded by internationally recognized industry pioneer Helen Heneveld, our team provides a comprehensive training solution designed for home technology professionals and associates seeking to learn about and succeed in the growing industry serving the connected home. Bedrock Learning teaches the technologies *behind* the products, so manufacturer instruction can focus on product training.



### OUR PHILOSOPHY AND COMMITMENT

Learning should be fun and fit into your busy schedule. Our core curriculum covers technology, business and sales for the installation of residential electronic systems for the digital home. Presented in 'plain' English with many easy-to-understand graphics, animations and voiceover, everyone can learn with Bedrock Learning curriculum.

Training is an investment in yourself, your employees, and your business, encouraging each to prosper and grow. We are committed to providing best-in-class training options that are readily accessible, affordable, support the growth of individuals, along with the growth and success of companies.

### PREPARE FOR INDUSTRY CERTIFICATION

Bedrock Learning online courses help prepare for numerous industry certifications, including ESPA Certified-EST, Electronic Systems Technician, CEDIA Electronic Systems Technician II, CEDIA Residential Networking Specialist, and ETA-RESI, Residential Electronic Systems Integrator. Training and knowledge are verified by quizzes and final tests. Achievements are documented with Certificates of Completion. Industry certification helps increase a professional's credibility as the trusted advisor and technician.

### EARN CEUs WHILE LEARNING

Most Bedrock Learning online courses are approved for Continuing Education Units, CEUs, and Renewal Units, RUs, by:



For information to redeem CEUs and RUs, visit our website.

### ONLINE LEARNING HOSTING & DEVELOPMENT

- Go live in 90 days with branded training portal
- Course conversion for interactive online delivery
- Custom course development

The Bedrock team is ready to answer any questions, share our experience and knowledge, discuss your needs, and help provide solutions. Give us a call or send an email anytime.



**Bedrock Learning, Inc.**

5990 146th Avenue, Suite C  
Holland, MI 49423 USA

**616.355.1418**

**[www.bedrocklearning.com](http://www.bedrocklearning.com)**

# Online Courses

*Learn the technology behind the products*

Educated technicians and salespeople add value to any company. Increase productivity, lower costs, boost sales and build the bottom line. Earn CEU's by broadening skills and keeping current with technology.

That's why companies rely on Bedrock Learning for training their team.

- **Robust** - complete technology and sales curriculum
- **Affordable** - no travel or time away
- **Convenient** - learn on your own schedule, 24/7
- **Effective** - pragmatic technical knowledge
- **Verifiable** - testing ensures comprehension



# Resource Downloads

*Master processes and advance your business*

With proven processes and forms your business will flow smoothly and efficiently, and deliver accurate results.

From running a business, enhancing the sales process, streamlining project management, to symbols for design and technology specification, these affordable and customizable tools are a must.

- **Streamline** - processes increase efficiency
- **Standardize** - get everyone on the same page
- **Communicate** - ensure clear understanding
- **Build the team** - understanding drives commitment
- **Make money** - consistency enhances performance

**BEDROCK**  
Learning

**Business  
Forms**



**Sales  
Forms**



**Project Management  
Forms**



**Symbols**



*All forms are in Microsoft Word™, Excel™, Visio™, and “fillable” PDF format and can easily be edited for customization to specific company workflow.*

# Introduction to the Digital Home

*Gain knowledge on today's Connected Home in this non-technical course*

1. **Course Introduction**
2. **Introduction to the Digital Home**
  - Technological Advances
  - Services to the Home
  - Home Technologies
  - Systems and Solutions
3. **The Industry and Market**
  - Advancement and Trends
  - Players and Associations
  - Home Technology Installation Process
  - Roles of the Homeowner, Architect, Designer, Builder and Integrator
4. **Benefits of Home Technology**
  - Convenience, Safety and Security
  - Financial Benefits
  - Access to New Technologies and Services
5. **Structured Wiring**
  - Components
  - Design and Installation
  - A Day in the Life . . .
6. **Communications**
  - Components
  - Design and Installation
  - A Day in the Life . . .
7. **Entertainment**
  - Components
  - Design and Installation
  - A Day in the Life . . .
8. **Lighting Control**
  - Components
  - Design and Installation
  - A Day in the Life . . .
9. **Environment and Energy Mgmt.**
  - Components
  - Design and Installation
  - A Day in the Life . . .
10. **Security, Health and Safety**
  - Components
  - Design and Installation
  - A Day in the Life . . .
11. **Home Networking**
  - Components
  - Design and Installation
  - A Day in the Life . . .
12. **Integrated Home Control**
  - Components
  - Control Interfaces
  - User Interfaces
  - Design and Functionality
  - A Day in the Life . . .
13. **Course Summary**
14. **FINAL TEST**

## BEDROCK Learning Online Course

4 hours

\$149 US



### DESCRIPTION

This non-technical course delivers an engaging explanation about the systems, capabilities and benefits of connected living. Designed for anyone new to the industry, come learn about the products and services delivering connectivity today and the possibilities coming tomorrow and beyond.

### OBJECTIVES

- Provide a definition of home technologies
- Identify typical home technology subsystems
- Identify the players in the home technology industry
- Explain the home technology installation process
- Identify the different stakeholders in the process
- Describe each of the technology subsystems in a connected home and the benefits they each provide

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
60	3	--	0.4

[www.bedrocklearning.com](http://www.bedrocklearning.com)



# Fundamentals for ESTs

*Solid knowledge of construction, electrical basics, safety, tools and standards*

## BEDROCK Learning Online Course

8 hours

\$149 US



### DESCRIPTION

This course delivers a solid foundation for Electronic Systems Technicians. Construction methods, electrical basics, job site safety, tools and industry standards; as well as principles of structured wiring are explained, including cabling, components and outlets. As well as install procedures, testing and troubleshooting methods.

### OBJECTIVES

- Define various residential electronic systems
- Explain the benefits of residential electronic systems
- Recognize components of residential construction
- Create a safe working environment on the job
- Use project plans and documents
- Design and document a structured wiring system
- Pre-wire a structured wiring system
- Safely install and terminate structured wiring system
- Test and troubleshoot a structured wiring system

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
--	4	8	--

[www.bedrocklearning.com](http://www.bedrocklearning.com)

1. Course Introduction
2. Introducing Electronic Systems
  - Components of Structured Wiring
  - Electronic System Services
  - Electronic System Subsystems
3. Benefits of Electronic Systems
  - Occupant Benefits
  - Builder Benefits
  - Technology Contractor Benefits
4. Construction and Electrical Basics
  - Basics of Construction
  - Running Cables and Drilling in Walls
  - Ohm's Law
  - Surge Prevention
5. Jobsite Safety
  - Jobsite Hazards and Safety Rules
  - Jobsite Injuries and First Aid
  - Jobsite Standards of Governing Agencies
6. Tools and Industry Standards
  - Planning Tools, Symbols and Abbreviations
  - Hand and Power Tools
  - Applying Industry Standards
  - Industry Certification
7. Fasteners and Anchors
  - Types of Fasteners and Their Uses
  - Types of Anchors and Their Uses
8. Components of Structured Wiring
  - Characteristics and Performance of Wire
  - Low Voltage Cable Types
  - Types of Distribution Panels and Modules
  - Wall Outlets and Access Points
9. Layout of Structured Wiring
  - Home Run Layout vs. Daisy Chain
  - Wire Run Industry Standards
  - Outlet and Audio Speaker Locations
  - Surge Protection Importance
10. Design and Install Wiring
  - Installation Stages
  - Conduit Types and Selection
  - Low Voltage Cable Installation Guidelines
11. Terminating Structured Wiring
  - Cable Termination Steps
  - TIA-568A and TIA-568B
  - Termination Tools
  - Distribution Panel Termination
  - Distribution Module Installation
12. Testing and Troubleshooting
  - Importance of Testing
  - When to Test
  - Common Wiring Problems
  - Common Testing Tools
13. Course Summary
14. FINAL TEST

# Home Networks for Technicians

*Solid foundation on network components, devices, cabling and IP addressing*

## 1. Course Information

## 2. Introducing Home Networking

- The Connected Home
- Typical Home Network
- Network Connection and Use

## 3. Benefits of a Home Network

- Internet and Integrated Technologies
- The Networked Family

## 4. Safety, Tools and Standards

- Safety Considerations
- Planning, Rough-in and Trim-out Tools

## 5. Home Networking Technology

- The Internet
- Network Connection Path
- Wireless
- Cable Types, Specification and Termination

## 6. Components and Network Devices

- Modem, Router, Switch
- Wireless Access Point
- Computers and Peripherals

## 7. Understanding TCP/IP

- Network Protocols and TCP/IP Concepts
- Device Addresses
- Configuring and Obtaining IP Addresses

## 8. Designing a Home Network

- Steps in the Design Process
- Component Selection

## 9. Installing a Home Network

- Cable Termination
- Device Installation
- Documentation

## 10. Configure and Manage the Router

- Configuring the Router
- Setting Up Wireless
- Network Security and Remote Management

## 11. Configuring Operating Systems

- Network Setup Processes
- DHCP Settings

## 12. Connecting Network Devices

- Confirming Device Connectivity
- Viewing Attached Devices

## 13. Securing the Home Network

- Network Attacks
- Set Up Protection and Security Software
- Security Documentation

## 14. Troubleshooting a Home Network

- Common Wiring Problems
- Top Ten Network Problems
- Testing and Troubleshooting Tools
- Educating the Customer

## 15. Course Summary

## 16. FINAL TEST

# BEDROCK Learning Online Course

8 hours

\$149 US



## DESCRIPTION

Designed specifically for ESTs, Electronic Systems Technicians, this course provides the knowledge necessary to integrate the many different network products available today. Learn networking principles, including design, components, installation, setup, configuration and network security.

## OBJECTIVES

- Identify the benefits of home networking
- Explain the technology fundamentals of a home network
- List what to ask the clients and the elements of a design plan
- Explain the steps to install and configure a home network
- Explain the basics of network security
- Identify basic testing and troubleshooting techniques

## CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
80	4	8	0.8

[www.bedrocklearning.com](http://www.bedrocklearning.com)

# Multi-Room Audio Technology

*Explains principles of sound, components, equipment, speakers and more*

## BEDROCK Learning Online Course

6 hours

\$149 US



### DESCRIPTION

Grasp the fundamentals and key principles of audio and multi-room audio distribution. This course covers sound technology, impedance, source components, distribution equipment, speakers and control options. Discover how to choose the appropriate speakers, calculate power needs and select components for multi-room audio.

### OBJECTIVES

- Identify the four phases involved in installing a whole house audio system in a new construction project
- List the three phases involved in installing a whole house audio system in a retrofit project
- Identify the four steps to follow when planning the installation of the whole house audio system
- Explain the specific steps involved in the pre-wire, trim-out, and final installation phases of installation

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
60	3	6	0.6

#### 1. Course Information

#### 2. Introducing Whole House Audio

- Multi-Room Audio Head End
- Multi-Source
- Multi-Zone
- Components

#### 3. Benefits of Whole House Audio

- Living with Whole House Audio
- "Basic" Audio System Features
- "Advanced" Audio System Features
- "Performance" Audio System Features

#### 4. Safety, Tools and Standards

- Safety Considerations
- Planning, Rough-in and Trim-out Tools
- Testing Tools

#### 5. The Basics of Sound

- Watts, Decibels and Loudness
- Amplification and Speakers
- Monaural, Stereo and Surround Sound
- Room Acoustics

#### 6. Audio Components and Speakers

- Source Electronics
- Distribution and Control Electronics
- Speaker Types
- Keypad and Volume Controls

#### 7. Amplifier Performance

- Speaker Impedance
- Amplifier Specifications
- Selecting Amplifiers and Speakers
- Calculations

#### 8. Audio System Wiring

- Wire Types and Uses
- Wire, Impedance and Performance
- Series and Parallel Wiring
- Amplifier Selection

#### 9. Volume and Keypad Controls

- Locations
- Autoformer Volume Controls
- Impedance Matching Volume Controls
- Keypad Control

#### 10. Designing Whole House Audio

- Steps in the Design Process
- Types and Locations of Speakers
- Component Selection
- Design Documentation
- Whole House Audio System Examples

#### 11. Installing Whole House Audio

- New Construction and Retrofit
- Planning, Rough-in, and Trim-out Phases
- Training the Customer

#### 12. Troubleshooting Audio

- Methodology
- Common Problems
- Ground Loop
- Top 10 Distributed Audio Problems
- Troubleshooting Tools

#### 13. Course Summary

#### 14. FINAL TEST

[www.bedrocklearning.com](http://www.bedrocklearning.com)



# Home Theater Design and Install

*Explains principles of A/V signals, formats, reproduction and performance*

1. **Course Introduction**
2. **Introducing Home Theater**
  - The Digital Home
  - Home Theater Experience
  - Types of Home Theater Systems
3. **Benefits of a Home Theater**
  - Entertainment and Convenience
  - Family Time
  - Integrates All Media
4. **Safety, Tools and Standards**
  - Safety Considerations
  - Planning, Rough-in, and Trim-out Tools
5. **Home Theater Sources**
  - Analog Audio and Video Sources
  - Digital Audio and Video Sources
  - Digital Media Center
6. **Home Theater A/V Processing**
  - Video Basics and Signal Types
  - Signal Routing Options
  - Analog and Digital Connections
  - Audio Formats and Video Formats
7. **Home Theater Displays**
  - Aspect Ratio and Video Scanning
  - Direct View Displays
  - Projection Displays
8. **Home Theater Audio**
  - Speaker, Amplifier and Power Relationships
  - Speaker Types and Features
  - Equalization
  - Surround Sound Options
9. **Control and Environment**
  - Remote Control Options
  - Acoustics
  - Power Conditioning
10. **Designing a Home Theater System**
  - Display and Source Selection
  - Amplification Considerations
  - Home Theater Examples
11. **Installing a Home Theater System**
  - Start Up and Testing Procedures
  - Programming
  - Documentation and Training
12. **Calibrating a Home Theater**
  - Audio Calibration
  - Video Calibration
  - Calibration Tools
13. **Troubleshooting a Home Theater**
  - Common Problems
  - Ground Loop
  - Troubleshooting Tools
14. **Course Summary**
15. **FINAL TEST**

## BEDROCK Learning Online Course

8 hours

\$149 US



### DESCRIPTION

Create the best viewing experience possible by learning key concepts of home theater, including aspect ratios, video formats, audio formats, reproduction and power conditioning. Grasp detailed step-by-step system design, installation procedures, along with video and audio calibration to maximize performance.

### OBJECTIVES

- Explain the technology fundamentals of home theater signals, displays, audio reproduction, and home theater processing
- Share the different surround sound formats
- Identify the steps to follow when designing and planning the installation of the home theater system
- List the specific steps involved in the pre-wire, trim-out, and final installation phases of a project
- Explain how to calibrate a home theater system

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
80	4	8	0.8

[www.bedrocklearning.com](http://www.bedrocklearning.com)

# Residential Lighting Control

*"Go Green" and help customers save money*

## **BEDROCK** Learning Online Course

8 hours

\$149 US



### DESCRIPTION

Gain a solid foundation from lighting fixtures and lamp types, to switching, dimming and control. Explore communication control options, design steps, installation procedures and programming. This course covers both wired and wireless lighting control technologies and systems.

### OBJECTIVES

- Explain the technology principles of lighting control
- List the benefits of lighting control
- Identify methods of switching, dimming, and control
- Name different lighting, fixture, and lamp types
- List the steps to design a lighting control system
- List the steps to install a lighting control system
- Explain how to program a lighting control system
- Use lighting control troubleshooting techniques

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
60	3	6	0.6

1. **Course Introduction**
2. **Principles of Lighting Control**
  - Lighting control components and features
  - Methods of control
3. **Benefits of Lighting Control**
  - Convenience and Safety
  - Ambiance and Aesthetics
  - Energy Savings and Increased Lamp Life
4. **Safety and Tools**
  - Common job site hazards
  - Electrical Safety Guidelines
  - Code and License requirements
  - Proper tools for each phase of installation
5. **Electrical Wiring and Switches**
  - Residential wiring basics
  - Switch and dimmer types
  - Three and four-way switching methods
  - Dimming technologies
6. **Lighting Fixture and Lamp Types**
  - How lighting influences atmosphere
  - Types of lighting
  - Lighting fixtures and common lamp types
7. **Lighting Control Devices**
  - Three types of lighting control systems
  - Local and remote load control devices
  - Lighting control user interface devices
  - Common external inputs to lighting control
8. **Lighting Control Communication**
  - Lighting control communications types
  - Wired lighting control technologies
  - Wireless lighting control technologies
  - Power line carrier lighting control
9. **Designing a Lighting Control System**
  - Select the system type for a project
  - Identify load types
  - Calculate total wattage
  - How to do derating for dimmer capacity
  - System programming requirements
10. **Install a Lighting Control System**
  - Install lighting fixtures
  - Install lighting control components
  - Method to power up a lighting control system
  - Baseline programming requirements
  - Testing procedures
11. **Programming Lighting Control**
  - Methods for programming
  - Scene and Event programming
  - Conditional programming
12. **Troubleshoot Lighting Control**
  - Typical electrical problems
  - Communication problems for lighting control
  - Typical programming problems
13. **Course Summary**
14. **FINAL TEST**

[www.bedrocklearning.com](http://www.bedrocklearning.com)

# Security and Access Control

*Key principles of security detection and protection systems*

## 1. Security and Access Control

- Security and Elements of a System
- Access Control Defined
- Security System Block Diagram

## 2. Benefits of Security / Access Control

- Safety and Convenience
- Cost Savings

## 3. Safety, Tools and Standards

- Safety Warnings, OSHA and Permits
- Planning and Installation Tools
- Testing Tools

## 4. Security System Technology

- Contacts, Security and Safety Sensors
- Input Devices/Keypads
- Security Controller
- Monitoring Services

## 5. Access Control Technology

- Access Control Block Diagram
- Input Devices and Access Controller
- Software and Monitoring

## 6. Principles of Security Protection

- Perimeter Protection, Exterior Protection
- Door and Window Protection
- Motion Detectors
- Fire, Gas and Water Protection

## 7. Security Contacts and Sensors

- Door and Window Contacts
- Water Detection and Other Contacts

## 8. Principles of Access Control

- Where to Control Access
- Access and Control Methods
- Controller Types
- Locking and Exit Mechanisms

## 9. Design Security and Access Control

- Steps in the Design Process
- Security System Example
- Access Control Example

## 10. Install Security or Access Control

- Phases and Tasks of Installation
- Programming and Testing the Installation
- Customer Education

## 11. Programming Security and Access

- Types of Zones and Arming Methods
- Pass Codes
- Programming

## 12. Troubleshooting Security & Access

- Loop and Zone Troubleshooting
- Power Supply Problems
- Modem Problems
- Testing Methods and Tools

## 13. Course Summary

## 14. FINAL TEST

# BEDROCK Learning Online Course

8 hours

\$149 US



## DESCRIPTION

This course covers key principles of security detection and protection systems. Learn about wiring, contacts, sensors, components, fire and safety protection devices, control options and user interfaces. Access control discussion includes manual and motorized doors, gates, locking mechanisms and control options.

## OBJECTIVES

- Explain the technology principles of security detection/protection and access control
- List the benefits of security and access control
- Name different security contact and sensor types
- Identify different methods of access control
- List steps to design a security access control system
- List the steps to install security or access control
- Explain the programming of a security or access control system
- Identify different troubleshooting techniques

## CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
--	4	8	--

[www.bedrocklearning.com](http://www.bedrocklearning.com)

# Project Management

*Improves the Performance and Profitability from Sales through Follow-up*

## BEDROCK Learning Online Course

6 hours

\$199 US



### DESCRIPTION

This powerful course shares the secrets and skills necessary for any low-voltage installation company to implement a successful project management system. Explore procedures, forms, and documents to get organized, streamline processes and improve documentation and communication.

### OBJECTIVES

- Explain an overview and benefits of project management
- Identify the phases, workflow, and tasks of a project
- Describe the processes and procedures of project management
- Use forms and documents to control projects
- Implement tools to help control a project from start to finish
- Manage the budget, purchasing, change orders, and documentation

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
60	3	6	0.6

1. **Course Introduction**
2. **Overview of Project Management**
  - Project Cycle and Management Goals
  - Project Managers Role
3. **Benefits of Project Management**
  - Performance and Quality
  - Deliver Project On Budget
  - Deliver Project On Time
4. **Tools of Project Management**
  - Accounting Folder Setup
  - Project Folder Setup and Contents
  - Scheduling and Types of Documentation
5. **Flowcharts**
  - Construction Process
  - Sales and Project Setup Processes
  - Pre-Wire, Trim-Out and Final Installation
6. **Administration Forms**
  - Project Management Meetings
  - RMA Transmittals and Logs
  - Client Concerns
7. **Design Worksheets**
  - Design and Equipment Worksheets
  - Lighting Control Worksheets
  - Cable Schedule
8. **Documentation Drawings**
  - Block Diagrams and Schematics
  - Cabinet and Design Layouts
9. **Installation Support Documents**
  - Work Orders and Change Orders
  - Wire Use Chart
  - Common RF Problems
10. **Installation Work Organization**
  - Procedures and Schedule board
  - Project Recordkeeping
  - Shop and Truck Organization
11. **Sales Process**
  - Estimating Procedures
  - Sales Process Worksheets
  - Benefits and Challenges of Proposal Software
12. **Case Study: Project Setup**
  - Family Introduction
  - Sample Accounting Folder
  - Sample Project Folder
  - Sample Documentation Forms
13. **Case Study: Pre-Wire**
  - Pre-Wire Installation Documentation
  - Site Walkthrough
  - Pre-Wire Tasks
14. **Case Study: Trim-Out**
  - Trim-Out Installation Documentation
  - Trim-Out Tasks
15. **Case Study: Final Installation**
  - Final Installation Documentation
  - Completion Tasks
16. **Client Support and Documentation**
  - Client Follow-up and Review
  - Project Closeout Checklist
  - Maintenance Agreements
17. **Financial Management**
  - Purchasing Procedures
  - Labor Reconciliation and Job Costing
  - Project Audit and Cost Analysis
18. **Course Summary**
19. **FINAL TEST**

[www.bedrocklearning.com](http://www.bedrocklearning.com)



# Make More Money with Referrals

*Capitalize on opportunities your current relationships bring you*

**BEDROCK**  
Learning

teams up with GAIL KASPER

**gk**

## Online Course

1 hour

\$89 US



Together, Bedrock Learning and Gail Kasper have created a series of comprehensive courses designed specifically to provide individuals within the low-voltage installation industry with the knowledge and resources to become more

effective at generating leads and sales for their businesses.

Gail Kasper, an outstanding sales and industry trainer for over 12 years, has worked with some of the world's leading low voltage system providers, Fortune 500 companies, Ivy League universities, professional sports teams, and athletes. She is also the author of two books, *Unstoppable: 6 Easy Steps To Achieve Your Goals* and *Another Day Without A Cage: My Breakthrough From Self-Imprisonment To Total Empowerment*.

This course provides real-world applications for referrals that sales professionals can implement immediately.

### DESCRIPTION

Capitalize on the opportunities your current relationships bring you. Gail Kasper delivers the three steps to easy referrals, sharing the most progressive techniques and teaching you how to create your own customer priority program.

### OBJECTIVES

- Identify the 3 steps of the referral process and explain how to use them to get results
- Create and incorporate a Customer Priority Program to gain referrals
- Deliver a proven referral presentation
- List the 3 biggest mistakes people make with respect to referral prospecting
- Identify the best way to maximize inter-department or inter-industry referrals
- Explain how to utilize incentives with fellow employees

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
--	0.5	--	--

[www.bedrocklearning.com](http://www.bedrocklearning.com)



# Alliances: How to Get Leads

*Build relationships to bring you new business*

**BEDROCK**  
Learning

teams up with GAIL KASPER

**gk**

## Online Course

1 hour

\$89 US



### DESCRIPTION

Building alliances isn't easy. As a matter of fact, if not done properly, you will spin your wheels and waste time. Get the simple, step-by-step processes to avoid pitfalls and produce revenue you deserve. Isn't it time to build a network of individuals who willingly hand leads to you?

### OBJECTIVES

- List the 9 steps to develop alliances that will produce leads
- Share what to say when meeting alliances, from questioning to co-marketing strategies
- Explain how to identify the 'red flags' and when to call it quits with an alliance
- List three things that will set you up for success with an alliance
- Explain how to cold call an alliance and create a new opportunity
- Share the importance of follow up and the effective techniques to make things happen

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
--	0.5	--	--

[www.bedrocklearning.com](http://www.bedrocklearning.com)



Together, Bedrock Learning and Gail Kasper have created a series of comprehensive courses designed specifically to provide individuals within the low-voltage installation industry with the knowledge and resources to become more

effective at generating leads and sales for their businesses.

Gail Kasper, an outstanding sales and industry trainer for over 12 years, is a professional speaker, author, Top 1% Club Mentor, television host, and advice columnist, she also created SAD-T™ (Systematic Attitude Development-Technique™), a proprietary system which transformed her life and is the essence of her book *Unstoppable: 6 Easy Steps To Achieve Your Goals*. Her books also include a self-help autobiography *Another Day Without A Cage: My Breakthrough From Self-Imprisonment To Total Empowerment*.

This course provides real-world applications for building alliances that sales professionals can implement immediately.

# Cold Calling: Book Appointments

*Master the art of cold calling and close new sales*

**BEDROCK**  
Learning

teams up with GAIL KASPER

**gk**

## Online Course

1 hour

\$89 US




### DESCRIPTION

One of the most disliked sales activities is cold calling. Gail Kasper gets you set up for success, strengthens your resilience, and provides easy to follow processes to ensure confidence, whether you are cold calling in the field or on the phone.

### OBJECTIVES

- Get critical qualities and learn two ways to get your team to cold call effectively
- Explain the Cold Calling Pyramid and Implement ACE before any cold call
- Obtain lists to cold call and create scripts for by phone and door-to-door cold calling
- Schedule appointments that stick and find four ways to connect with a prospect
- Prepare for and manage five key objections and share a sample of Reverse Selling™
- Identify two considerations when planning cold call times

### CEUs

			
Contact Hrs.	CEUs	RUs	CEUs
--	0.5	--	--

[www.bedrocklearning.com](http://www.bedrocklearning.com)



Together, Bedrock Learning and Gail Kasper have created a series of comprehensive courses designed specifically to provide individuals within the low-voltage installation industry with the knowledge and resources to become more

effective at generating leads and sales for their businesses.

Gail Kasper, an outstanding sales and industry trainer for over 12 years, has served as a Contributing Editor to *Success Magazine* with the “Ask Gail” column and host of the “Ask Gail” segment on the Comcast morning show. She is also host of the *Philadelphia Visitors Channel* and a television personality with appearances on *Inside Edition*, *The Today Show*, *FOX Business News*, *Oprah and Friends*, and network affiliates such as ABC, FOX, CW11, Comcast, and CBS, where she co-hosted the Emmy award-winning America’s TVJobNetwork.

This course provides real-world applications for cold calling that sales professionals can implement immediately.