

RadioRA® 2 Level 2 | PSP Accreditation Training

RadioRA® 2 Level 2 Preferred Systems Provider Accreditation is the highest level of certification available for the new, game-changing RadioRA 2 system

Lutron has once again redefined the residential light and shade control business with the release of the ground-breaking RadioRA 2 system. For the third time in twelve years, Lutron has prompted a revolution in the very way in which RF lighting control shall be viewed by the industry.

RadioRA 2 utilizes Clear Connect™ RF technology; Lutron's newly patented and branded RF communication protocol. Clear Connect is the new standard for simple, consistent, and rapid RF technology. It is the foundation to a new continuum of scalable wireless products and systems that allow light and shade control to flawlessly function under a single, easy to learn platform.

This system evolution has brought out a new class of elite providers that are becoming industry renowned for their success with Lutron's RadioRA 2 and Sivoia® QS Wireless line. You too can join this leading group of custom integrators by gaining the accreditation that develops companies into the most proficient, well-trained and certified lighting and shade control dealers in the market. Applying for the RadioRA 2 Preferred Systems Provider (PSP) training is the first step to this new level of business.

Completion of this comprehensive, advanced training earns graduates enrollment into the RadioRA 2 Preferred Systems Provider (PSP) Program. This attractive program is for the most passionate and sophisticated Lutron providers who take a vested interest in making lighting and shade control a sustainable part of their business. If you have received this sell sheet by a RadioRA 2 Partner distributor or Lutron representative, then you are already targeted as a high potential candidate for the RadioRA 2 PSP Program. Now, the most advanced and dynamic RadioRA 2 and Sivoia QS Wireless training that Lutron offers awaits you!

Course Details

- Five-day advanced training
- Cost: \$200 per day (\$1,000 total) Course fee includes room and board
- Flights are the responsibility of the PSP candidate

Upon completion of this course, company earns:

- Access to the comprehensive, feature-rich "RA Inclusive" design and programming tool
- Ability to scale system up to 200 devices
- Accreditation in the Sivoia QS Wireless product line
- CEDIA CEU Credits
- Full enrollment in Lutron's Preferred Systems Provider Program



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Lutron Preferred Systems Provider Program Benefits

The RadioRA® 2 Preferred Systems Provider program is a full dealer/contractor program sponsored by both Lutron and a RadioRA 2 Partner Distributor, and is thus able to provide its members with superior benefits.

Extended Warranty

- Quadruple warranty on RadioRA 2 products

Recognition

- Company featured on Lutron's website as Level 2 RadioRA 2 provider

Marketing Funds

- Ability to earn co-op marketing funds to help promote and sell the RadioRA 2 and Sivoia QS Wireless product suite

Leads

- Qualified homeowner sales leads

Demo Systems

- Special pricing on approved demo systems

Sales Tools and Support

- On-going factory support
- Access to special continuing education classes
- Access to customizable marketing tools and enhanced sales tools

Course Prerequisites

- Attend a B.L.A.S.T. course at a local RadioRA 2 Partner Distributor
- Purchase, sell, design, program and manage the installation of at least:
 - One (1) RadioRA 2 Multi-Room Package (RR-MULTI-F2-WH)
 - Two (2) RadioRA 2 Single Room Packages (RR-SINGLE-HT2-WH)
- Meet with a local Lutron sales representative for an interview and present a business plan that forecasts at least \$25,000 per year in sustainable Lutron purchases, focused largely on the RadioRA 2 product
- Complete RadioRA 2 PSP application
- Print a copy of PSP Opening Order invoice from RadioRA 2 Partner Distributor
- Complete RadioRA 2 PSP Prerequisite Examination
- Submit the following documents to local Lutron sales representative:
 - Completed PSP application
 - Copy of Opening Order
 - Completed PSP Prerequisite Examination
- Local Lutron sales rep must grade examination and submit all three documents to Lutron
- System provider attends advanced RadioRA 2 PSP qualification course
- System provider represents Lutron with integrity in the field and enhances the Lutron brand promise with each system installation
- System provider conducts regularly scheduled business discussions with Lutron and Partner Distributor
- System provider meets \$25,000 minimum annual purchase quota with RadioRA 2 Partner Distributor



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Detailed Course Description

Advanced product lectures featuring

- RadioRA® 2 full product suite – features and capabilities
- Clear Connect™ RF Communication Protocol
- GRAFIK Eye® QS Wireless – features, capabilities
- Radio PowrSavr™ – features and capabilities
- Sivoia® QS Wireless accreditation – shading and drapery systems
- RadioRA 2 and Sivoia® QS Wireless system applications and design

Advanced hands-on workshops

- RadioRA 2 software suite
- GRAFIK Eye QS Wireless
- Radio PowrSavr
- Sivoia QS Wireless
- RadioRA 2 Integration
- RadioRA 2 system design workshop

Advanced Business discussions featuring

- The business opportunity for RadioRA 2
- Module – How to Sell Lighting Control – end user benefits
- Module – How to Sell Lighting Control – mid-market and retrofit opportunity
- Lecture on how to present to the specification community for market expansion
- Discussion on the green movement and the future of residential lighting regulations
- Marketing materials discussion
- Discussion on RadioRA 2 package positioning
- RadioRA 2 PSP business planning discussion and Lutron Representatives' role
- RadioRA 2 business development advanced training module
- Discussion on the “paradigm” shift - a look into the future of home automation and the lighting control opportunity
- Lutron – “the company”
- Summary – call to action

2010 Training Dates and Locations

Coopersburg, PA – Lutron World Headquarters

In addition to all of the above, training in Lutron World Headquarters will include a tour of our manufacturing facility, a Lutron main campus facilities tour, and a tour of the renowned Lutron Experience Center

- February 15-19
- May 3-7
- July 12-16

Orange County (Irvine) – Lutron Experience Center

- November 8-12

