

BEDROCK Learning

*Build Your Future
on a Solid Foundation*

Get New Hires
Up to Speed



Best Education or Support Program

Consumer
Technology
Association

Winner
TechHome



Team with **BEDROCK** Learning



Bedrock Learning started in 2004, after 25 years in the connected home industry, and as a result of education, training, and business experience.

Internationally recognized industry pioneer, Bedrock founder, and recipient of the CTA TechHome Leadership Award in 2018, Helen Heneveld leads the team in simplifying technology. Bedrock's full curriculum and service offerings empower technicians, strengthen companies, and help everyone to succeed in the industry.

OUR PHILOSOPHY AND COMMITMENT

Learning should be fun and fit into your busy schedule.

Training should be available anytime, anywhere, for anyone, and presented in 'plain English' with easy-to-understand graphics, animations, and videos at a level everyone can grasp.

The Bedrock team has always had a way with teaching technology. We make learning happen.

PREPARE FOR A CAREER

Our online courses cover the technology behind the products, allowing manufacturers to focus training on their products.

Courses prepare for field work and industry certifications such as:

- ESPA Certified-EST, Electronic Systems Technician
- CEDIA Certifications: ESC, ESC-T, and beyond
- ETA Intl. RESI, Residential Electronics Systems Integrator

Training and knowledge are verified by quizzes and final tests.

Achievements are documented with *Certificates of Completion*.

CONTACT US

We have the solutions and are eager to help you learn and succeed.

Bedrock Learning, Inc.
5990 146th Avenue, Suite C
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+1 616.355.1418

info@bedrocklearning.com

www.bedrocklearning.com

Online Courses

Learn the Technology Behind the Products

- **Affordable** – no travel or time off
- **Convenient** – learn any time, 24/7
- **Effective** – practical technical knowledge
- **Robust** – all-encompassing curriculum
- **Verifiable** – Tests ensure comprehension



Add value with educated and trained salespeople and technicians. Increase productivity, boost sales, and build the bottom line. Earn CEU's, broaden skills, and keep current with technology.

Assessment Tests

Do technicians really know their stuff? Test them and see!

Find out what prospective employees and current teams know. Verify with 50-question Tests and identify training needed.

INDIVIDUAL TEST PRICE

\$19_{US}

1. Installation Test

- Construction Methods
- Cables and Connectors
- Installation Techniques
- Hand and Power Tools
- Jobsite Safety
- Codes and Standards

2. Home Networking Tests

- Components
- TCP/IP Concepts
- Configuration
- Set Up and Attached Devices
- IP Addressing
- Network Security

3. Audio/Video Test

- A/V Technologies
- A/V Distribution
- A/V Installation
- Signals and Formats
- A/V Amplification
- A/V Calibration

BUNDLE OF 3 TECHNICIAN TESTS

\$39_{US}

4. Sales Aptitude Test

- Industry Knowledge
- Selling Technologies
- Intuition
- Sales Approach
- Problem Solving
- Customer Relations

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The Connected World

*Readily Understood by Everyone
in this Non-technical Course*

updated
2019



4-HOUR ONLINE COURSE \$99^{US}



Get started today, learn smart homes with training on this fast-growing industry. Brand new for 2019, this course delivers an overview of the industry and the IoT. Learn smart homes and gain an explanation and appreciation of the Internet of Things. Learn about systems, capabilities, benefits, and the technical infrastructure that delivers integration of products and services. Examine trends and innovations changing the way we live, work, and play, and get a glimpse into future technologies.

OBJECTIVES

- Share the dramatic changes in the connected world
- Explain the IoT, Internet of Things
- Identify home technology systems and benefits they provide
- Explain integration of home systems
- Describe incorporating technologies into a building
- List players involved in the smart home industry
- Identify roles and responsibilities of stakeholders

CEUs



4 Contact
Hours

Louisiana	2
Montana	2

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Fundamentals for ESTs

Build a Solid Knowledge Foundation for
Installing 21st Century Digital Solutions

updated
2019

**También disponible
en Español!**

8-HOUR ONLINE COURSE \$149_{US}



This all-inclusive course delivers a solid foundation of knowledge every low voltage technician working in the industry must have. Students learn about the different methods of construction, electrical basics, job site safety, tools, industry standards, and more.

Technical principles of structured wiring including cabling, components, and outlets are explained, along with design and installation procedures, testing, and troubleshooting methods. Technicians start a career here.

OBJECTIVES

- Identify residential electronic systems and their benefits
- Recognize different methods of residential construction
- Create a safe working environment on the jobsite
- Use project plans and documents
- Pre-wire and document a structured wiring system
- Terminate cables and attach connectors
- Test and troubleshoot a structured wiring system

CEUs

CEDIA™

4 CEUs



8 Contact
Hours

Alabama	8
Delaware	8
Louisiana	8
Mississippi	8
Montana	8
New Jersey	8
North Carolina	6
Tennessee	8

www.bedrocklearning.com

Networking 101 for Everyone

In today's world, everyone benefits from understanding the basics of networking.

New

2-HOUR ONLINE COURSE \$79_{US}



This course is an introduction to networking concepts and stands alone. It is intended for everyone and provides a basic understanding of networking and how networks are an integral part of everyday life. This easy-to-understand course explains the Internet and IoT, along with networking fundamentals from IP addresses, to components, to connectivity. When you've finished the course, you will be able to share networking terms, identify network devices, and recognize network concepts.

OBJECTIVES

- Share how Internet and networks enable the IoT
- Define Terms: LAN, WAN, TCP/IP, MAC, NAT, DHCP, etc.
- Explain data flow on a network and to/from the Internet
- Identify network speeds, cable types, ports, and connections
- List network components and identify their functions
- Explain DHCP and static vs. dynamic addresses
- Identify basic actions to protect a network

CEUs



2 Contact
Hours

Louisiana	2
Montana	2

www.bedrocklearning.com

Multi-Room Audio

Explore Principles of Sound, Distribution, Components, Speakers, and More



6-HOUR ONLINE COURSE \$149_{US}



Grasp the fundamentals and key principles of audio and multi-room audio distribution. This course covers sound technology, source components, distribution and amplification equipment, speakers and control options. Know the difference between line level and speaker level signals and wiring for each. Discover how to calculate impedance and amplifier/speaker performance, choose the appropriate speakers based on listening preferences, and select components for multi-room audio.

OBJECTIVES

- Identify the options and components of multi-room audio
- List the planning steps of a multi-room audio system
- Calculate speaker impedance and system power needs
- Illustrate the relationship between amplifier power and sound pressure level
- Explain the installation steps involved in the pre-wire, trim-out, and final installation phases

CEUs

CEDIA™

3 CEUs



6 Contact Hours

Alabama	6
Louisiana	6
Montana	6
Tennessee	6

www.bedrocklearning.com

Home Theater Explained

Examine Principles of Audio and Video Signals, Formats, Reproduction, and Maximize Theater Performance



4-HOUR ONLINE COURSE **\$99^{US}**



Create the best home theater experience possible. Understand key concepts; aspect ratio, resolution, audio/video formats, and signal reproduction. Appreciate features and benefits of different types of speakers, displays, projectors, screens, receivers, amplifiers, and power conditioning equipment. Make sense of sources and signals; analog, digital, cable, satellite, and stored media. Learn about streaming media and delivery possibilities. Understand system design, installation, and video and audio calibration to maximize performance.

OBJECTIVES

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

CEUs

CEDIA™

2 CEUs



4 CEUs
#16-4766



4 Contact
Hours

Alabama	4
Louisiana	4
Mississippi	4
Montana	4
Tennessee	4

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Lighting Control

*Identify Fixtures, Lamp Types,
Wiring, Programming,
and Control Options*



8-HOUR ONLINE COURSE \$149_{US}



Get up to speed on this popular trend, and “Go Green” with lighting control. Gain a solid foundation on lighting fixtures, lamp types, wiring, switching, dimming, control devices, and important safety considerations. Explore control communication options including wired, wireless, PLC (powerline control), Zigbee, Z-Wave, proprietary, and more. Learn design steps, installation procedures, programming, testing, and troubleshooting for successful installations.

OBJECTIVES

- Explain technology principles and benefits of lighting control
- Identify methods of switching, dimming, and control
- Name different lighting, fixture, and lamp types
- Follow steps to design and install a lighting control system
- Identify commonly used options for programmed control
- Explain how to program a lighting control system
- Use lighting control troubleshooting techniques

CEUs

CEDIA™

4 CEUs



8 Contact
Hours

Alabama	8
Delaware	6
Louisiana	8
Montana	8
North Carolina	6
Tennessee	8

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Security and Access Control

*Learn Key Principles of Security
Detection and Protection Systems*



8-HOUR ONLINE COURSE \$149_{US}



Gain a good understanding of the fundamentals. Topics discussed include cabling, components, and wireless security systems. Learn the different types of contacts and sensors for detection, fire and safety protection, along with access control methods and locking mechanisms. This course provides practical information needed for design, installation, programming, and troubleshooting security and access control installation projects.

OBJECTIVES

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

CEUs

CEDIA™

4 CEUs



8 Contact
Hours

Alabama	8
Delaware	2
Louisiana	8
Mississippi	8
Montana	8
New Jersey	8
North Carolina	6
Tennessee	8

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Project Management

*Improve Performance and Profitability;
from Sales through Follow-up*



PM COURSE PACKAGE

\$299_{US}



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, increase efficiency, sharpen recordkeeping, and improve communication.

Includes:

- 6-hour Online Course
- Forms CD
- printed Course Guide



OBJECTIVES

- Share an overview and the benefits of project management
- Explain the importance of on-time, on budget, quality work
- Identify the phases, workflow, and tasks of a project
- Use forms and documents to get projects under control
- Describe processes and procedures of project management
- Implement tools to accomplish a project from start to finish
- Manage budget, purchasing, changes, and documentation

CEUs

CEDIA™

3 CEUs



6 Contact
Hours

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Louisiana	6
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New Jersey	6
Tennessee	6

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BEDROCK

Learning teams with



*Build Relationships and Referrals,
Leading to More Qualified Leads,
Resulting in Increased Sales*

Gail Kasper, an outstanding sales and industry trainer for over 15 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.

Gail 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. As an author, her books include *Unstoppable: 6 Easy Steps To Achieve Your Goals*, and a self-help autobiography *Another Day Without A Cage: My Breakthrough From Self-Imprisonment To Total Empowerment*.

She is also host of the Philadelphia Visitors Channel and a national television personality with appearances on Inside Edition, The Today Show, FOX Business News, Oprah and Friends, and network affiliates, where she co-hosted the Emmy award-winning America's TVJobNetwork.

CEUs

CEDIA™

1 CEU
per course

Each Course:

Louisiana	2
Montana	2
New Jersey	2

www.bedrocklearning.com

Selling Skills Courses

2-hour Online Courses

\$89^{us} each

CUSTOMER SERVICE AND UPSELLING SKILLS

Competition is fierce. Separate yourself from others by how your customers are treated. Empower technicians and salespeople with the right skills to portray a professional image, communicate, and solidify happy, loyal customers. Upsell clients on every visit and increase bottom line revenues.



MAKE MORE MONEY WITH REFERRALS

Capitalize on opportunities your current relationships bring you. Referrals produce the highest level of results with the least amount of effort. Learn three steps to easy referrals, the most progressive techniques to make them happen, and how to create your own customer priority program.



BUILDING ALLIANCES: HOW TO GET LEADS

Building alliances to help discover good leads isn't easy. Learn simple, effective, step-by-step processes to avoid pitfalls of dead-end partnerships and produce the revenue you deserve. It's time to build a network of individuals who willingly hand qualified leads to you.



COLD CALLING: GET BOOKED APPOINTMENTS

One of the most disliked sales activities is cold calling. Get set up for success, strengthen your resilience and confidence, and learn step-by-step processes to ensure positive results when cold calling in the field and on the phone. Target customers, create appointments, and increase sales TODAY.



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Resource Downloads

Step Up Your Game and Use Professional Documentation

- **Streamline** processes and increase efficiency
- **Standardize** to get everyone on the same page
- **Communicate** well and ensure clear understanding
- **Build the team** with knowledge and drive commitment
- **Make money** with consistent practices

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

From administration, to the sales team, to project management, to symbols, to leadership, these affordable and customizable tools are a must for every low-voltage installation business.

ANSI Standard J-STD-710 Symbols

Audio, Video, and Control Architectural Drawing Symbols

Created and
Endorsed by

CEDIA™

Consumer
Technology
Association™



Symbols for Download

\$149us

*Association Members
pay Only \$99
Call to Purchase*

Standardized symbols provide a simple and powerful method to communicate technologies in architectural drawings.

Minimize miscommunication among involved parties by easily identifying the locations of technologies.

*AutoCAD™, Microsoft Visio™,
and graphic file formats: .gif, .jpg, .png, and .tif*

#	Category Name	Color
1	Audio – Video Systems	Orange
2	Communications	Green
3	Electronic Safety and Security	Pink
4	Environmental	Blue
5	Control	Purple
6	Central Vacuum	Grey
7	Furnishings	Brown
8	Electrical	Yellow
9	Generic Symbols	White

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Downloadable Forms

Organize and Enhance Your Business
Get Processes and Documentation Happening

70+ Forms

on each CD or Download

\$129us each

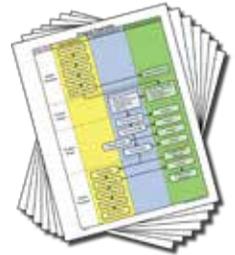
All forms are in Microsoft Word™, Excel™, Visio™, or 'fillable' PDF format and easily edited for customization to specific company workflow.



BUSINESS FORMS

Starting your own business?
Expanding from one-person to employees?
Want to understand company finances?

- Flow Charts
- Management
- Financial Worksheets
- Human Resources



SALES FORMS

Want to keep the pipeline flowing?
Looking to increase leads and closed sales?
Need to speed up proposal design?

- Pipeline Documents
- Design Worksheets
- Proposal Templates
- Marketing Materials



PROJECT MANAGEMENT FORMS

Is there critical project information missing?
Changes falling through the cracks?
Projects in chaos and always feel behind?

- Administration
- Useful Resources
- Project Documentation
- Installation Procedures



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BEDROCK Learning

Your Lifelong Training Partner

ONLINE TRAINING

- Learn the technology behind the products
- Earn *Certificates of Completion* and advance your career
- Prepare for industry certification
- Earn CEUs while learning. Most Bedrock Learning courses are approved for CEUs, Continuing Education Units, by:

CEDIA™



Alabama
Delaware
Louisiana
Mississippi
Montana
New Jersey
North Carolina
Tennessee

RESOURCE DOWNLOADS

- Implement industry-proven forms and procedures
- Fill the pipeline and implement processes immediately
- Make planning and design easy with standard industry symbols
- Get organized, grow sales and increase profits

ADDITIONAL SERVICES

- Course conversion to interactive online delivery
- Content, curriculum, and test development
- Online hosting and training
- Consulting - industry insights, business processes, coaching, and strategic planning

CONTACT US

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