Retail Store Solutions certifications updated

They say nothing is constant except change. This was very apparent to the teams that recently updated the Retail Store Solutions sales and technical certification exams. In the two years since the exams were originally developed, an amazing number of new products and features have been announced. Have you kept your skills up to date? If so, now may be the time to take the next step and become certified.

Would you like to:

> Have an advantage in competitive situations?
> Close sales more quickly?
> Reduce install/configure time?
> Reduce the time required to resolve a problem?
> Increase customer satisfaction?
> Increase sales volume?
> Increase customer referrals?

A survey of 200 IBM Business Partners, representing a range of IBM products, showed these to be some of the most important benefits of becoming IBM Certified. Ninety percent of the Business Partners surveyed said they have seen a positive return on their certification investment. The majority of Retail Business Partners also cited a gain in marketplace credibility as driving their interest in certification.

Retail Store Solutions currently offers two certifications:

> - IBM Certified Specialist - Retail Store Solution Sales (Test 750)
> - IBM Certified Specialist - Retail Store Technical Solutions (Test 751)

These certifications are available to IBM, Business Partner and customer personnel, although customers would primarily be interested in the technical certification. The current technical certification is focused on the 4690 Operating System environment, while the sales certification covers the full range of Retail Store Solutions products.

You can find detailed information about the Retail Store Solutions certifications and the IBM Professional Certification Program at:

> http://www.ibm.com/certify

Choose "Select a Certification", then "Retail Store Solutions". You can view the test objectives, a sample test, the required and recommended prerequisites, and the recommended education and resources to help you prepare. There are also links to help you find a testing center at a location near you.

Certification offers tangible benefits for both you as an individual, and for your company. It is key to achieving the Advanced and Premier Business Partner levels and the advantages they offer.

If you have questions about Retail Store Solutions certification please contact:
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