RingCentral® Sales Certifications

Why become RingCentral® Sale Certified?

RingCentral® Sales Certifications are designed to create experts who can better sell, support, configure, and build RingCentral® solutions. While the goals may be different; either to sell RingCentral® solutions or provide support and deployment services, RingCentral® Certification Courses provide an understanding of how to best approach the UCaaS market.

Mastering the concepts of unified cloud-based voice and contact center solutions gives our partners a competitive edge in today's Unified Communications As a Service (UCAAS) market. Also, gaining the skills to better sell, support or deploy a RingCentral® solution can be a real game changer and improve your return on investment by helping your customers scale up to the cloud.

There are currently eight certifications available for partners: Ignite, RCSP Sales, RC Admin, Contact Center, Marketing, RingCentral® Solution Foundations, Verticals and CDP. These certifications can be accessed from the partner portal training tab.

RingCentral® Sales Certification (RCSP) enables partners to gain a basic overview of the RingCentral® sales process. It is intended to guide partners through effective RingCentral® value positioning as well as share sales practices that can help identify more qualified leads. This course also provides key differentiators, product overviews, positioning and selling strategies, and additional sales resources.

Ignite Certification provides partners with the additional sales, product, and process training that will allow them to own the sales process and how it differs from Channel Harmony™.

RingCentral® Admin Certification enables partners to become proficient with the phone system section of the Admin Portal. In this course, we will work through several scenarios to build upon your knowledge of the phone system capabilities.

RingCentral® Contact Center Certification empowers a collaborative, experience-driven culture by elevating real-time customer conversations. The reliable, global, and open omni-channel contact center platform helps companies: Connect with customers on any channel at any time, manage and optimize their agent workforce, and gain intelligent customer engagement and operational analytics.

RingCentral® Marketing Certification provides a road-map for confidently creating your marketing strategy with RingCentral®.

RingCentral® Solution Foundations learn what is the current RingCentral® product solutions offerings and gain a better understanding of the capabilities, benefits, and features for each of thee solutions.

RingCentral® Verticals learn how to position RingCentral® vertical solutions when selling in these sectors.

RingCentral® CDP Course provides an in-depth overview of how to deploy the RC UC solutions platform.

Once attained, you can add your RingCentral® certifications logo to your LinkedIn profile and email signatures. Please be sure to complete the survey so we can better understand what learning you would like to see in the future and how we can improve our current course.

Note: Support and Deployment certifications are only required if you and/or your organization provide support and deployment services to your customers.

RingCentral® Sales Professional Certification

RCSP Certification Course

This course provides sales strategies, key differentiators, product overviews, positioning, and additional sales resources.

RingCentral® Sales Professional Certification Learning Path

The sales certification course consists of 14 self-paced lessons, providing you with the foundational knowledge needed to:

- Understand the RingCentral® Sales Process
- Describe the RingCentral® multi-tenant platform
- Explain the benefits of the RingCentral® Partner Portal
- Discuss the RingCentral® Channel Harmony™ program
- Demonstrate how the RingCentral® buyer buys
- How to run an effective sales process
- Engaging and prospecting new accounts
- How to qualify a new sales opportunity
- Understand how to conduct effective discovery
- Demonstrate a solution demo
- Determine competitive issues
- Address key customer objections and concerns
- Set customers up for long term success
- How to position verticals

The courses also cover the following topics:

- Value positioning
- Increase close rates
- Leveraging preexisting relationships
- Positioning and selling strategies
- Product demos
- Additional sales resources

Note: You must complete all course lessons to earn a RingCentral® Sales Certification.

Self Paced

Lesson	Topic	Duration
Lesson 1	RingCentral® Overview	20 Minutes
Lesson 2	Solution Overview	15 Minutes
Lesson 3	Partner Portal Overview	15 Minutes
Lesson 4	Channel Harmony™	15 Minutes
Lesson 5	RingCentral® Buyers	15 Minutes
Lesson 6	Effective Sales Process	15 Minutes
Lesson 7	Prospecting New Accts.	15 Minutes
Lesson 8	Qualifying New Sales	20 Minutes
Lesson 9	Effective Discovery	20 Minutes
Lesson 10	Conduction a Demo	15 Minutes
Lesson 11	Competitive Issues	20 Minutes
Lesson 12	Customer Objections	15 Minutes
Lesson 13	Long Term Success	15 Minutes
Lesson 14	Verticals	20 Minutes

RingCentral® Certified Sales Professional | **RCSP Certified**

RingCentral®

Ignite Program
Sales Certification

Ignite Sales Certification Course

This course will demonstrate how partners can provide quotes, have access to a dedicated desk team for sales support, and will have the ability to close deals.

The Ignite certification course consists of 10 self-paced lessons, providing you with the foundational knowledge needed to:

- Understand the RingCentral® Ignite program and how it differs from Channel Harmony™
- Describe the RingCentral® product portfolio
- Explain the benefits of the RingCentral® Partner Portal
- Discuss the RingCentral® Global Office product
- Demonstrate how the RingCentral® sale cycle works
- How to manage the billing and invoice process
- Understand the steps of the customer implementation process
- Demonstrate the advantages aligning with your customer after activation

The courses also cover the following topics:

- Value Proposition
- Scaling internationally
- How to close deals fast!
- Post sales strategies
- Additional sales resources

Ignite Program Sales Certification Learning Path

Self Paced

Lesson	Title	Time
Lesson 1	Program Overview	15 Minutes
Lesson 2	How to Sell RC MVP	22 Minutes
Lesson 3	Discovery	15 Minutes
Lesson 4	Evaluate	15 Minutes
Lesson 5	Quote	10 Minutes
Lesson 6	Purchase	15 Minutes
Lesson 7	Implementation	22 Minutes
Lesson 8	Sales Cycle	15 Minutes
Lesson 9	Support	15 Minutes
Lesson 10	Expand/Retain	10 Minutes

RingCentral IGNITE! Partner — **Ignite Certified**

Note: You must complete all course lessons to earn a RingCentral® Certification.

RingCentral®
Admin Course

RC Admin Certification Course

This course will demonstrate the functionality of the RingCentral® user interface via the admin portal.

RC Admin
Certification Learning Path

Self Paced

Lesson 1	Admin. Basics	45 Minutes
Lesson 2	User Mgmt.	20 Minutes
Lesson 3	Device Mgmt.	10 Minutes
Lesson 4	Advanced Admin.	20 Minutes
Lesson 5	Analytics	15 Minutes
Lesson 6	Troubleshooting	15 Minutes
Lesson 7	Quiz	10 Minutes

The RC Admin certification course consists of 6 self-paced lessons plus quiz, providing you with the foundational knowledge needed to:
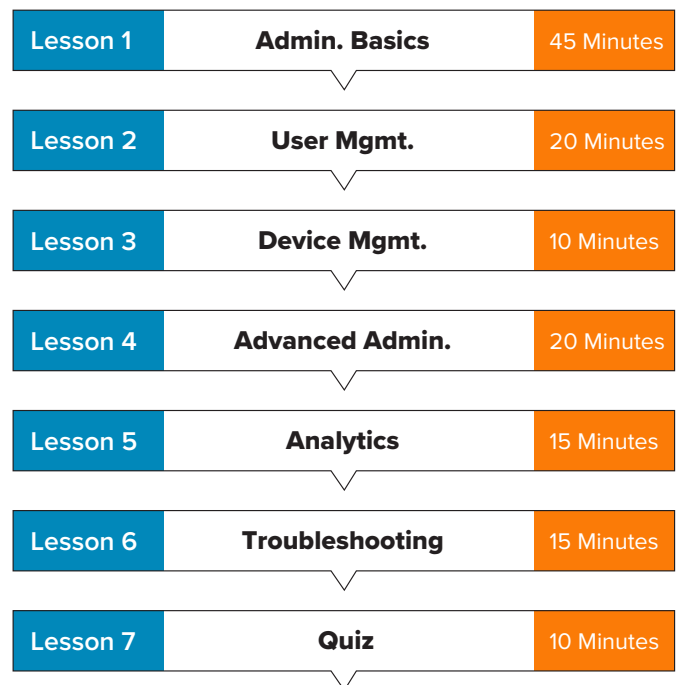
- Understand the RingCentral® phone system capabilities
- Explain how to manage digital lines within an account
- Demonstrate accessing the most often used user features
- Discuss RingCentral® self-service resources
- How to manage analytics
- Understand the steps to report issues and proactively troubleshoot
- Quiz

RingCentral® | Certified Admin Professional | **Admin Certified**

The courses also cover the following topics:

- Call flow scenarios
- User extension best practices
- Meeting dashboards
- Quality of service reports
- Additional sales resources

Note: You must complete all course lessons to earn a RingCentral® Certification.

RingCentral®

Contact Center
Sales Certification

Contact Sales Center Certification Course

This course will demonstrate how customers can manage and optimize their workforce and gain Intelligent customer engagement.

The Contact Center sales certification course consists of 5 self-paced lessons plus quiz, providing you with the foundational knowledge needed to:
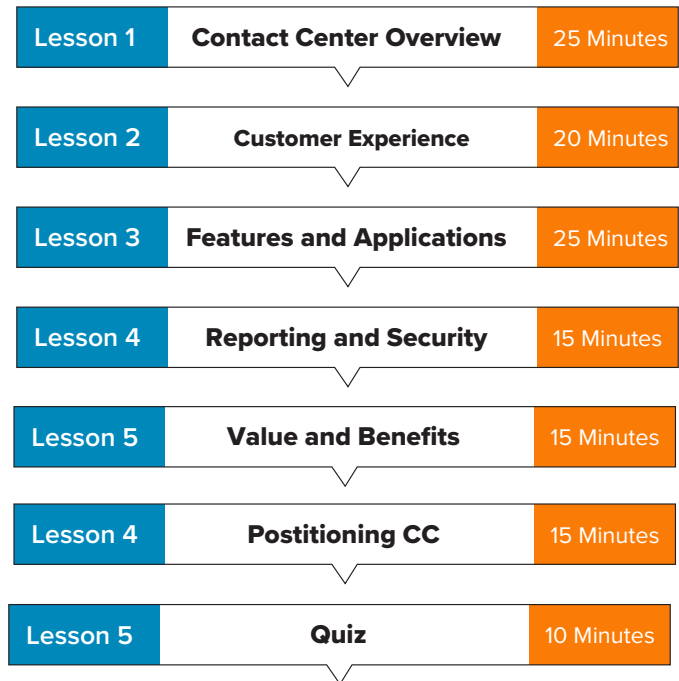
- Understand the RingCentral® Contact Center omni-channel solution
- Describe the RingCentral® Contact Center tools and features
- Explain the functions of the analytics and reporting tools
- Define the benefits and value of the Contact Center product
- Positioning the RingCentral® Contact Center

The courses also cover the following topics:

- Scalability and integration
- Workforce optimization
- Resources

Contact Center Sales Certification Learning Path

Self Paced

Lesson	Topic	Duration
Lesson 1	Contact Center Overview	25 Minutes
Lesson 2	Customer Experience	20 Minutes
Lesson 3	Features and Applications	25 Minutes
Lesson 4	Reporting and Security	15 Minutes
Lesson 5	Value and Benefits	15 Minutes
Lesson 4	Postitioning CC	15 Minutes
Lesson 5	Quiz	10 Minutes

RingCentral® | Certified Contact Center | **Contact Center Certified**

Note: You must complete all course lessons to earn a RingCentral Certification.

RingCentral®
Marketing Sales Certification

Marketing Sales Certification Course

This course will provide a road-map for confidently creating a marketing strategy with RingCentral®.

The Marketing sales certification course consists of 7 self-paced lessons, providing you with the foundational knowledge needed to:

- Comprehend the importance of smart marketing campaigns
- Define the benefits of co-branding with RingCentral®
- Understand on-line marketing
- Describe how social media can impact a sales cycle
- Explain the benefits of RingCentral® events and how to drive attendance
- Define the right message to generate more leads
- How to bring all the marketing components together

The courses also cover the following topics:

- How to write individualized marketing materials
- Building a marketing strategy
- Know your audience
- Resources

Marketing Sales Certification Learning Path

Self Paced

Lesson 1	Marketing Overview	15 Minutes
Lesson 2	Co-branding	15 Minutes
Lesson 3	Marketing Collateral	20 Minutes
Lesson 4	Online Marketing	15 Minutes
Lesson 5	Social Media	20 Minutes
Lesson 6	Events	20 Minutes
Lesson 7	Bring it All Together	15 Minutes

RingCentral® Certified Marketing Professional — **Marketing Certified**

Note: You must complete all course lessons to earn a RingCentral Certification.

RingCentral® Solution Foundations Sales Certification

Solution Foundations Sales Certification Course

This course provides insight into the RingCentral® product solutions offered to provide a better understanding of the capabilities, benefits, and features of each of these solutions.

The RC Solution Foundations certification course consists of 6 self-paced lessons, providing you with the foundational knowledge needed to:
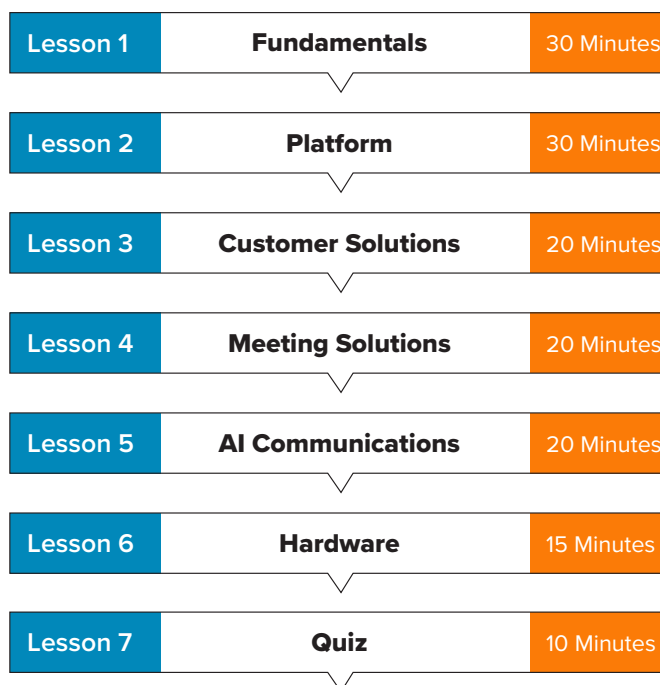
- Understand business communication fundamentals
- Explain the RingCentral® platform
- Provide a customer experience solutions overview
- Describe intelligent meeting solutions
- Understand AI business communications
- Explore RingCentral® hardware options

The courses also cover the following topics:

- Products and services RingCentral® offers
- Ideal customer profile
- RingCentral® platform
- AI communications for solutions

RC Solution Foundation Sales Certification Learning Path

Self Paced

Lesson 1	**Fundamentals**	30 Minutes
Lesson 2	**Platform**	30 Minutes
Lesson 3	**Customer Solutions**	20 Minutes
Lesson 4	**Meeting Solutions**	20 Minutes
Lesson 5	**AI Communications**	20 Minutes
Lesson 6	**Hardware**	15 Minutes
Lesson 7	**Quiz**	10 Minutes

RingCentral® Certified Solution Foundation **Solution Certified**

Note: You must complete all course lessons to earn a RingCentral Certification.

RingCentral® Verticals Sales Certification

Verticals Sales Certification Course

This course provides you with the information and tools needed to sell in specific vertical sectors.

The Verticals certification course consists of 6 self-paced lessons, providing you with the foundational knowledge needed to:
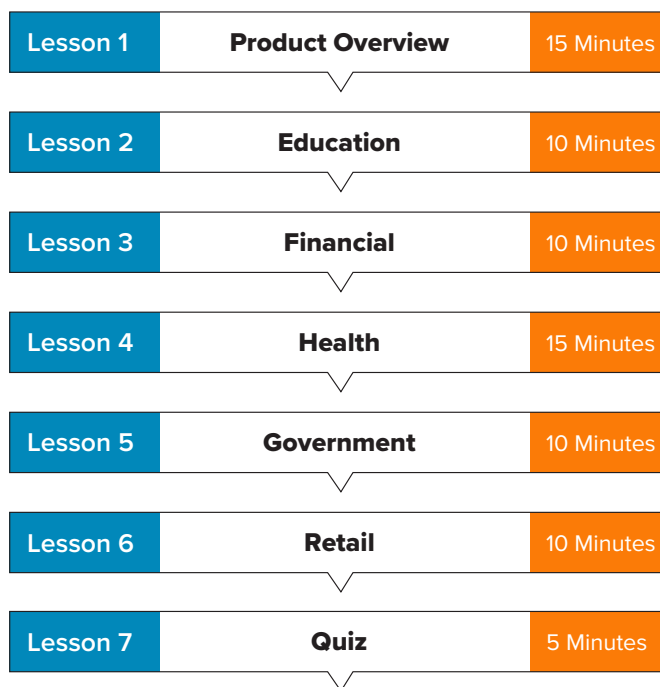
- Understand the product
- Explain the Education vertical
- Review the Financial vertical
- Describe the Health vertical
- Understand the Government vertical
- Explore the Retail vertical

The courses also cover the following topics:

- Products and services RingCentral® offers
- Ideal customer profile
- RingCentral® platform
- AI communications for solutions

RC Verticals Certification Learning Path

Self Paced

Lesson 1	Product Overview	15 Minutes
Lesson 2	Education	10 Minutes
Lesson 3	Financial	10 Minutes
Lesson 4	Health	15 Minutes
Lesson 5	Government	10 Minutes
Lesson 6	Retail	10 Minutes
Lesson 7	Quiz	5 Minutes

RingCentral® | Certified Verticals | **Solution Certified**

Note: You must complete all course lessons to earn a RingCentral Certification.

RingCentral®

RingCentral® Sales
Certified Delivery Partner Certification

CDP Certification Course

This course provides an in-depth overview of how to deploy the RC UC solutions. Training options available are the online self guided (listed below) and virtual instructor led (VILT). This program has a fee associated with it so check with your partner manager for more details.

RingCentral® CDP Certification Learning Path

The MVP certified Delivery Partner course consists of 14 self-paced lessons, providing you with the foundational knowledge needed to:

- Understand the RingCentral® MVP basics
- Describe the RingCentral® message platform
- Explain the benefits of the RingCentral® Video
- Understand how the RingCentral® phone basics
- How to use the fax option
- Describe RingCentral® mobile
- How to move from meetings to App
- Understand the Admin basics
- Describe Advanced Messaging
- Describe Advanced Video
- Describe Advanced Phone
- Set up Advanced Fax
- How to utilize Advanced Amin
- Using Live Reports

The courses also cover the following topics:

- Number porting
- Network assessments
- Planning and design
- Basics install
- Onsite activities

		Self Paced
Lesson 1	Introduction to MVP	15 Minutes
Lesson 2	MVP Message	7 Minutes
Lesson 3	Video MVP Basics	37 Minutes
Lesson 4	Phone MVP Basics	20 Minutes
Lesson 5	Fax MVP Basics	6 Minutes
Lesson 6	Mobile MVP Basics	59 Minutes
Lesson 7	Moving Meetings to App.	40 Minutes
Lesson 8	Admin MVP Advanced	21 Minutes
Lesson 9	Message Advanced	17 Minutes
Lesson 10	Video MVP Advanced	21 Minutes
Lesson 11	Phone MVP Advanced	20 Minutes
Lesson 12	Fax MVP Advanced	10 Minutes
Lesson 13	Admin MVP Advanced	48 Minutes
Lesson 14	Using Live Reports	33 Minutes

Note: You must complete all course lessons to earn a RingCentral® CDP Certification.

RingCentral® | Certified Delivery Program | **CDP Certified**