

Certified Partner Program for Chief

Written by Bob Snyder
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In general, AV lacks the sophistication that other industries have developed for their partners. That's changing and one good sign is that **Chief Manufacturing has launched the industry's first certification program for mount solutions.**

This **Certified Partner Program** offers interactive product and installation training to improve customers' business results, differentiate their business and improve overall mount product knowledge. Customers completing the course will receive exclusive benefits from Chief as well as earn InfoComm CTS RUs and CEDIA CEUs.

"Putting together the Certified Partner Program with our customers has been extremely beneficial," says Laurie Englert, Chief Marketing Director. "They not only helped to define the framework of the program, but their input has helped us customize each and every module to ensure we are zeroing in on what they need to know to make their installs faster, their specifying easier and overall improve their business results."

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It took 3500 hours to create this program with its 13+ hours of content and 46 videos. Featuring Chief products and installation solutions, it's divided into two tracks—one for those who install or deal with technical aspects, and one for dealers or sales people focusing on configuring solutions or selling product. Each track focuses on specific needs and walks through common scenarios in applications (home theatres, classrooms, hotel lobbies, corporate offices, etc).

It takes 3-6 hours to complete an entire track but many modules take 30 minutes or less to complete so users can come back as often as they need.

Go [Register for the Program](#)

Registrants must be Chief customers. [To become a Chief Dealer or Distributor, go](#)