

VB400



VB400

Sales Play

Training Guide



MOTOROLA SOLUTIONS



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Overview & Presentation

The [VB400 Sales Play](#) is your resource to help to better prospect, position, and sell VB400 Body Worn Cameras.

The approaches and techniques listed in the Sales Play are based on the real world experience of other sellers who have successfully sold R7 into their accounts. Shortcuts to each approach are hyperlinked in the buttons below, so simply click and go.

A vital component of the VB400 Sales Play is your feedback. With your input, we can continue to improve this tool. A link to the feedback form can be found [here](#).



Access

The VB400 Sales Play is hosted in **Partner Central**, as many other pages that may be useful for your daily business.

You can access Partner Central at <https://partners.motorolasolutions.com/> and enter with your credentials. Your personal user and password will allow you to access all the tools and pages hosted there.

HOME | PARTNER CENTRAL

PARTNER CENTRAL

2023 CHANNEL WEBINAR SCHEDULE

The Motorola Solutions Channel Partner Webinars provide general updates from our product, services, marketing and training teams. The webinars are held quarterly and are only open to PartnerEmpower members. Sessions available in English, French, German, Italian and Russian.

[VIEW SCHEDULE >](#)

Partner Communicat **Partner Communications**
Read the latest Channel Newsletters and Marketing Community Newsletters.

Viv's Podcast **October 2023 Podcast**
Join Viv and a special guest each month for A View with Viv podcast.

MY EMPOWERING TOOLS
Quick links to key tools and resources

- [Brand Portal - Image & Video Library](#)
- [Co-op Funds/MDF](#)
- [EmpowerRewards](#)
- [Learning Experience Portal](#)
- [Marketing Center](#)
- [MyView](#)
- [Partner Finder](#)
- [Sales View](#)

WHAT'S NEW

DIMETRA Express - Combo Deal Form

If you wish to take advantage of this fantastic combo deal, fill in the form and a member of the EMEA order management team will contact you to proceed with your order.

CHANNEL WEBINAR 2023 SCHEDULE

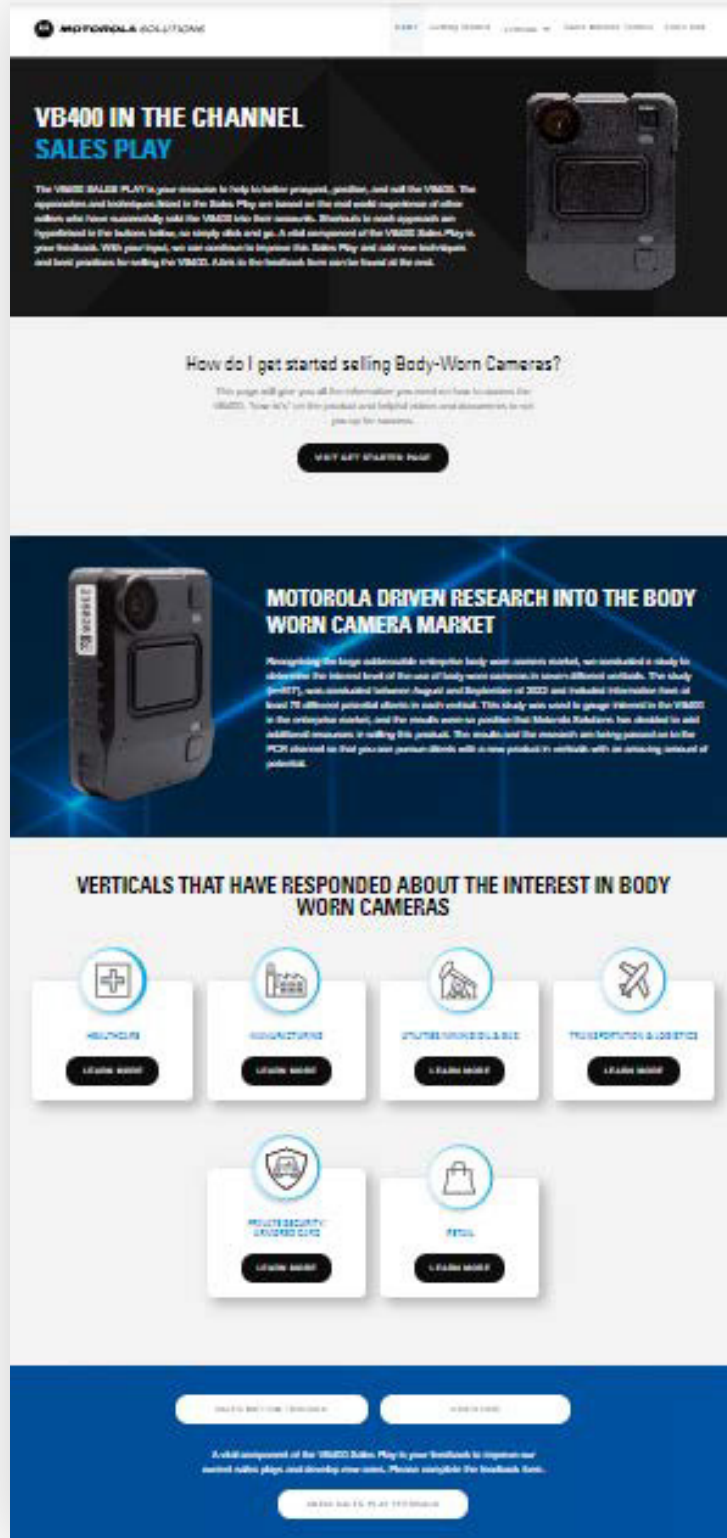
The Motorola Solutions Channel Partner Webinars provide general updates from our product, services, marketing and training teams. The webinars are held quarterly and are only open to PartnerEmpower members.

DIMETRA EXPRESS, R2.2 - UPDATE

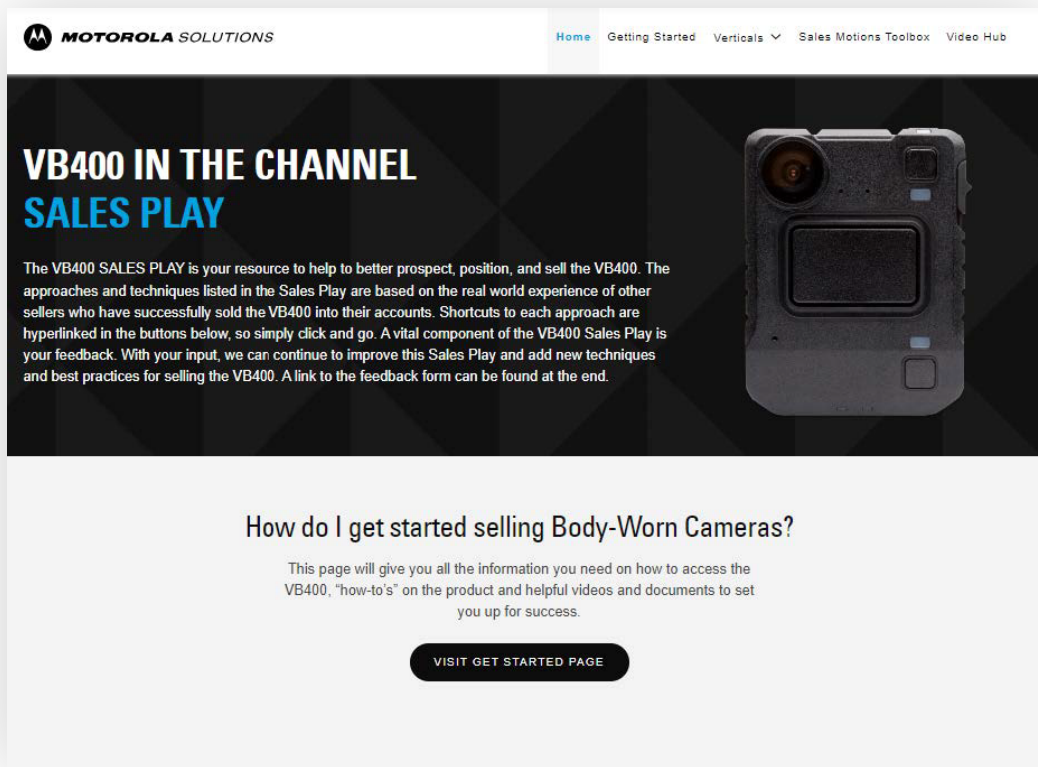
Once inside Partner Central, you have 2 options to access the VB400 Sales Play:

1. Go to VB400 Product Page and look for the link in **"Partners Resource"** Tab:
https://www.motorolasolutions.com/en_xa/video-security-access-control/body-worn-cameras/vb400.html#resources
2. Access with this direct link:
https://www.motorolasolutions.com/en_xa/partners-sales/vb400.html

Once you access VB400 Sales Play, you will find the **Home Page**.



In the **Home** you have a brief description of the tool and a section to help you to get started selling Body-Worn Cameras, that will link you to the **“Getting Started”** section in the Sales Play.



The screenshot shows the Motorola Solutions website interface. At the top, there is a navigation bar with the Motorola Solutions logo on the left and links for Home, Getting Started, Verticals, Sales Motions Toolbox, and Video Hub on the right. The main content area features a dark background with the heading "VB400 IN THE CHANNEL SALES PLAY" in white and blue. Below the heading is a paragraph of text describing the Sales Play as a resource for prospecting, positioning, and selling the VB400. To the right of the text is an image of the VB400 body-worn camera. Below this section is a white box with the heading "How do I get started selling Body-Worn Cameras?" and a paragraph explaining that the page provides information on accessing the VB400, including "how-to's" and helpful videos and documents. A black button with white text "VISIT GET STARTED PAGE" is centered below the text.

Below the introduction, there will be the presentation of the **Study** that was conducted by Motorola Solutions to determine the interest level of the use of body worn cameras in different verticals. This study was used to gauge interest in the VB400 in the enterprise market, and the results were so positive that Motorola Solutions has decided to add additional resources in selling this product as the Sales Play and all the content you will find below, in the vertical approaches.



The graphic features a dark blue background with a grid of glowing blue lines. On the left is a side view of the VB400 body-worn camera, which has a white label with the number "235628" and a QR code. To the right of the camera is the heading "MOTOROLA DRIVEN RESEARCH INTO THE BODY WORN CAMERA MARKET" in white, bold, uppercase letters. Below the heading is a paragraph of text describing a study conducted by Motorola Solutions to determine the interest level of the use of body worn cameras in seven different verticals. The study (n=617) was conducted between August and September of 2022 and included information from at least 75 different potential clients in each vertical. The study was used to gauge interest in the VB400 in the enterprise market, and the results were so positive that Motorola Solutions has decided to add additional resources in selling this product. The results and the research are being passed on to the PCR channel so that you can pursue clients with a new product in verticals with an amazing amount of potential.

At the bottom of the home page, you will find the 6 verticals that Motorola Solutions selected to better describe and deep dive on the VB400 device. You can access each one of them with the “**Learn More**” button.

VERTICALS THAT HAVE RESPONDED ABOUT THE INTEREST IN BODY WORN CAMERAS

- HEALTHCARE** (Icon: Medical cross) [LEARN MORE](#)
- MANUFACTURING** (Icon: Factory) [LEARN MORE](#)
- UTILITIES/MINING/OIL & GAS** (Icon: Oil rig) [LEARN MORE](#)
- TRANSPORTATION & LOGISTICS** (Icon: Airplane) [LEARN MORE](#)
- PRIVATE SECURITY/ ARMORED CARS** (Icon: Armored car) [LEARN MORE](#)
- RETAIL** (Icon: Shopping bag) [LEARN MORE](#)

[SALES MOTION TOOLBOX](#) [VIDEO HUB](#)

A vital component of the VB400 Sales Play is your feedback to improve our current sales plays and develop new ones. Please complete the feedback form.

[VB400 SALES PLAY FEEDBACK](#)

Also, below, you will find the buttons that can redirect you to the different sections of the Sales Play as the **Sales Motion Toolbox**, the **Video Hub** and the **Feedback Form**.

Getting Started

In the **Home** you have a section to help you to get started selling Body-Worn Cameras, that will link you to the **“Getting Started”** section in the Sales Play. You can also access it from the top menu.

Here you will find key information to get the **conversation started** with customers.

MOTOROLA SOLUTIONS Home **Getting Started** Verticals ▾ Sales Motions Toolbox Video Hub

GETTING THE CONVERSATION STARTED

A new product means new conversations. Where do you start with your customers? What is it you want to convey? Before getting into vertical-specific messaging, we have assembled a few talking points that you want to get to know before starting the conversations with your customers.

THE LEGAL ROADBLOCK SIMPLIFIED

RESPONSE One of the biggest concerns when talking to customers is the legal ramifications of having a body worn camera. Though Motorola Solutions will not provide legal advice, there are some areas that can help ease customer concerns:

1. Do you have an existing fixed video policy? If a client currently deploys fixed video, the body worn camera is just an extension of this policy; extending fixed video to first person video.
2. State laws pertaining to privacy, specifically around dual consent audio/video recording are important to know. While the customer is responsible for knowing and complying with all local, state, federal laws, guidelines and regulations. Most laws govern reasonable expectations of privacy in public places - as well as surreptitious or secret recording. VB400 is overt with visual, haptic and audio indications for recording. We have branding we can include on the front of the camera indicating "audio & video recording" – and should encourage users to tell people "I am recording this conversation for your protection and mine."

WHAT'S IN A NAME? +

HOW DO I APPROACH A CUSTOMER ABOUT COMMERCIAL BODY WORN CAMERAS? +

ONCE I HAVE AN OPPORTUNITY WITH A CUSTOMER, WHAT DOES A CONVERSATION WITH A CUSTOMER LOOK LIKE? +

WHAT IS THE LONG TERM OUTCOME OF THE VB400 IN THE ENTERPRISE MARKET? +

Getting Started

Don't forget to review the videos that are linked in the text of the “**Getting the conversation started**” section.

You will find several resources to support your daily business.

GETTING THE CONVERSATION STARTED

A new product means new conversations. Where do you start with your customers? What is it you want to convey? Before getting into vertical-specific messaging, we have assembled a few talking points that you want to get to know before starting the conversations with your customers.

The Legal roadblock simplified +

What's in a name? +

How do I approach a customer about commercial body worn cameras?

RESPONSE What is a proven technique to approach customers about this product? Veteran Motorolan seller Bill Barshop walks us through how to use customer needs to show how the VB400 can help a client: [HOW I APPROACH CUSTOMERS ABOUT THE VB400](#).

Also included in this Salesplay for every vertical is an HTML for an email campaign. A generic email html template can be found [here](#). Email templates specific to verticals can be found in the vertical specific information in this salesplay. To learn how to use the HTML Email Template [click here](#). Target the customers in the verticals, get them the Motorola Solutions branded information and focus on interested customers.

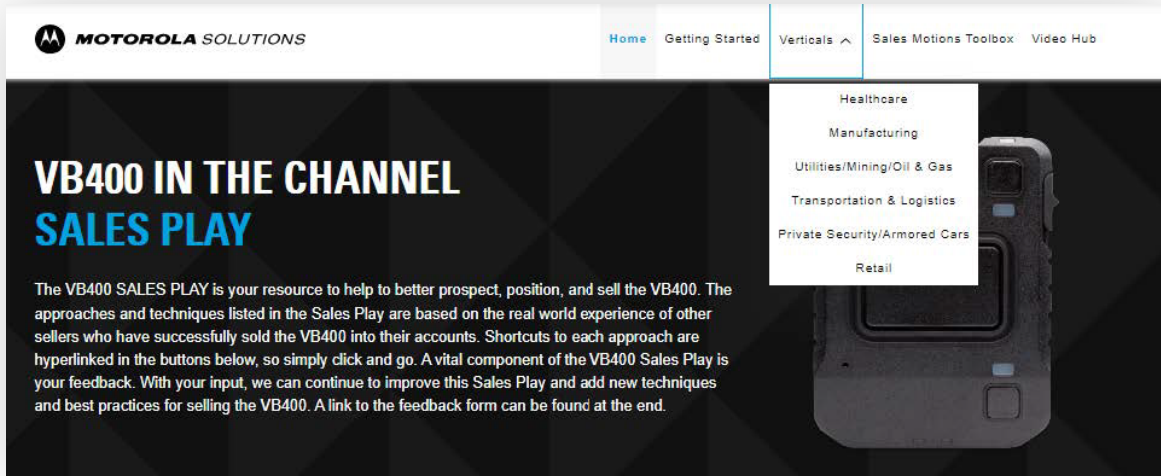
Once I have an opportunity with a customer, what does a conversation with a customer look like? +

What is the long term outcome of the VB400 in the enterprise market? +

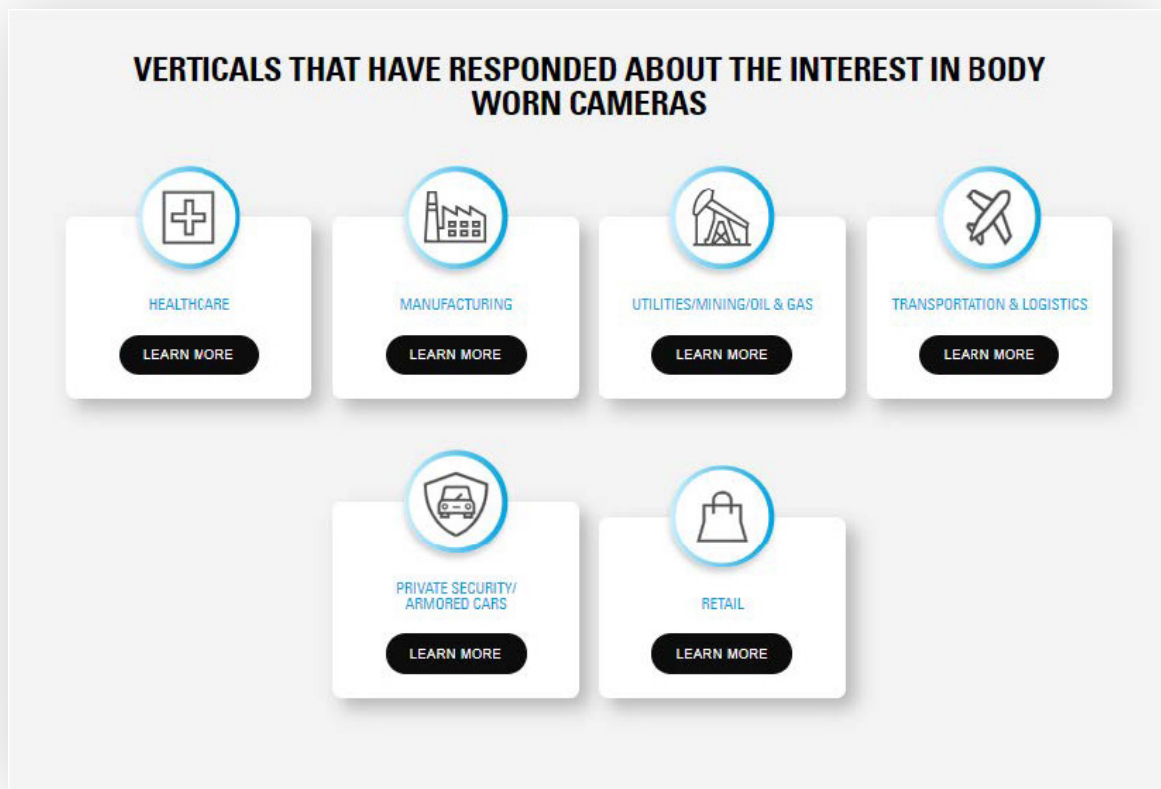
Vertical Approaches

In the **Home Page** you will find the access to the 6 vertical approaches that Motorola Solutions selected to present the VB400 device.

You can access them from the top menu:



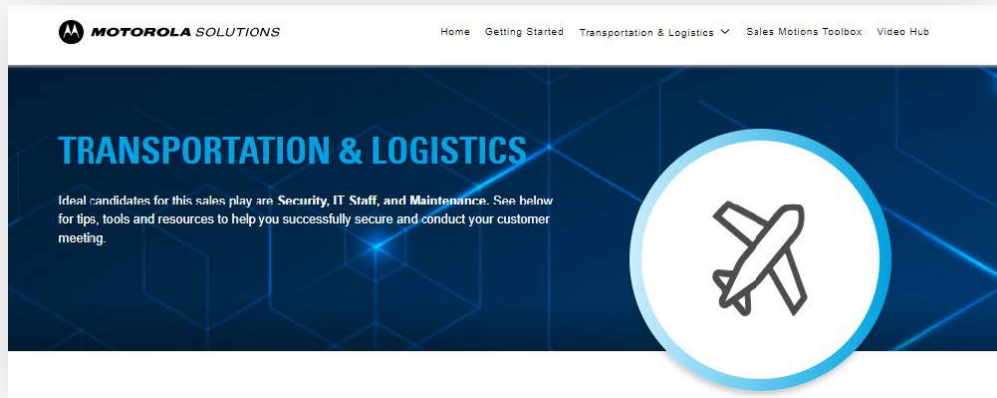
And from the **Home Page**, in this section:



Vertical Approaches

The approaches will all have the same template, format and sections, but the content will be different in each one.

In all the approaches you will find first a **brief presentation of the vertical** and its ideal candidates to work with.



Immediately after that, there will be a **What to Know** section that includes:

- **Solution Overview,**
- **Key Value Propositions,**
- **Competitive Differentiator** information.

All this information will provide a high level summary and first view about the vertical selected for the VB400 device.

WHAT TO KNOW

Solution Overview

According to a large survey conducted by Motorola that 78% of surveyed educational institutions found the concept of body worn cameras extremely/very appealing, 83% found the concept extremely/very relevant, and 74% surveyed showed that they were extremely/very likely to buy body worn cameras. Security is of course a main function of the first person video camera, but also ask the client these questions: How can you prove that the shipping container was packed correctly when you loaded the unit? How can we prove that staff are using correct safety procedures? The VB400 can constantly improve and protect the workplace.

Key Value Propositions

- According to a survey completed by Motorola, the key value propositions for transportation and logistics vertical are:
 - **Improved Security:** The VB400 can deter an incident before it happens. When a person sees an employee wearing it, they know they are probably going to be held accountable for their actions.
 - **Employee Safety:** By deterring violence, the VB400 can increase employee safety and empower employees to feel more confident carrying out their job.
 - **Evidence against false claims:** The VB400 provides an indisputable witness to an action, disproving false testimony.
- **Top priority features for body-worn technology in the transportation vertical are:**
 - **VB400 has the ability to connect to MOTOROLA Ion and live stream across LTE services.** Emergency triggers can be manually pressed or activated via the **lock wheel** feature on the radio, and the VB400 will start recording upon receiving the emergency signal from Ion. VB400 will send live video to Video Manager using Ion hotspot.
 - **Minimal resources to Maintain:** After a very easy setup, the system can be self-updated with deployment/updates. In addition, the system is also able to integrate live streams ONVIF systems like ACC and Genetec.
 - **Long battery life:** Though most uses of the VB400 will only require intermittent use during the day, the VB400 has been tested and will last twelve hours of continuous recording on the highest settings.
 - **Body-worn cameras provide an invaluable first-person perspective,** equipped with multiple ways to connect, the VB400 gives you crucial insights when you need them most. Use **Real-Assisted Recording** to ensure every angle is being documented, stream over Wi-Fi to the Video Management System that handles your fixed CCTV cameras, and use built-in GPS to keep track of your team's location.
- Of the surveyed transportation and logistics institutions, 51% felt they would use body worn technology with in-house security guards, 21% on external security, 10% on IT/Tech Staff, and 3% on maintenance staff.

Competitive Differentiators

- **Wi-Fi Live Streaming** through ONVIF compliant systems like ACC, Genetec.
- **Cost** includes backend software that allows for reduction, ability to put multiple videos in one incident and to share a link via email to an email address of the user's choosing.
- **The VB400 requires a license, but users do not require a license.** No additional licenses need to be purchased for additional users.
- **RFD** checkout system saves time by being able to check out a camera with a swipe of an RFID card.

Vertical Approaches

Below, there will be a **What to Say** section including:

- An **Elevator Pitch Video** for this device and vertical approach to help you explain it in few minutes, and highlighting the situational awareness you may have in this vertical and the questions you may ask your customer to gain interest in our solution,
- **Buying Influences** to highlight the best profiles to contact on your end customer with this information,
- **SPIN Questions and Tips** to start the conversation,
- **Common Objections** and the suggested responses that come from MSI Sales Representatives experiences in the market.

WHAT TO SAY

Elevator Pitch Video



Buying Influences & Who To Lead With

<p>Economic Concerned with ROI</p> <p>In-house profiles and legal/HR. Executives, CFO, Managers, CPO.</p> <p>What to lead with: What is the cost of a threat? What is the value of the pieces of mind of your employees safety?</p>	<p>User Concerned with user experience and operational issues.</p> <p>In-house profiles and legal/HR. Executives, Human Resources, Security, Quality, Compliance, Business (in Most Security) software will solve the economic.</p> <p>What to lead with: How would you like to guarantee that you and your staff throughout the back of head? How would you like to be able to have the power to turn on a solution at the push of a button? How else you concern that is like other devices? and your needs?</p>	<p>Technical Concerned with feasibility.</p> <p>In-house profiles and legal/HR. Executives, IT Director, CIO, CTO, Managers, Post Sales.</p> <p>What to lead with: What is the cost of a threat? What is the value of the pieces of mind of your employees safety?</p>
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Spin Questions

- Why aren't you looking for available for all agencies including transportation agencies?
- How do you ensure that your employees are following your rules and company?
- What evidence can you provide that shows that a shipping solution is needed that is important to successful for work and productivity?

Tips

- Why shouldn't your offices be utilized for some amount of protection from natural or environmental disasters?
- Why aren't you looking for available for all agencies including transportation agencies?
- Why aren't you looking for available for all agencies including transportation agencies?
- Why aren't you looking for available for all agencies including transportation agencies?

Common Objections

My people will think I am spying on them.	RESPONSE: The VMSD can only record if the user gives the permission.
We do not have the capacity to store all of this data.	RESPONSE: VideoManager can be programmed to delete all footage that you have not bookmarked for saving.
We do not have the time to check out cameras everyday.	RESPONSE: With the API2 system in our system, any camera with API2 can be immediately viewed and a changed camera and video to where the camera was identified.
I cannot risk someone taking the camera and getting our information out to the public.	RESPONSE: The VMSD has DRM on everything in all states, no one can take a camera to the store and get out the storage card, you would not be able to access the data.
We have privacy concerns that we do not think legal will be okay with.	RESPONSE: If you already have cameras in your facility then you can already recording your staff. This is only from a different perspective.
I want a camera that can record all day long.	RESPONSE: The VMSD can record constantly for 12 hours capable of recording a still.

Vertical Approaches

And, at the bottom of the page, the **What to Share** section will help you find at one click the key assets of the device you are working on, even to send it by email or, to prepare your meetings.

The image shows a screenshot of a 'WHAT TO SHARE' section on a dark blue background with a light blue geometric pattern. The section is divided into two main categories: 'By Email' and 'In your Meetings'. Under 'By Email', there are three items: two images of the VB400 body-worn camera and one image of an email distribution message (EDM). Under 'In your Meetings', there are two items: a brochure featuring a police officer and a data sheet with technical specifications.

WHAT TO SHARE

By Email

- 
[VB400 Landing Page: Motorola Website](#)
- 
[VB400 General Resources](#)
- 
[VB400 EDM](#)

In your Meetings

- 
[VB400 Brochure](#)
- 
[VB400 Data Sheet](#)

Sales Motion Toolbox

The **Sales Motion Toolbox** page can be found in the **Top Menu** in every section of the VB400 Sales Play, and will be your source of important information related to the device. Here you will find:

- **Partner Tools**
- **Key contacts** and contact data of Partner Support Team,
- **Training** and educational pieces,
- **Additional resources**,
- full assets and **Marketing Materials**,
- Link to our **Feedback Form**

MOTOROLA SOLUTIONS Home Getting Started Verticals **Sales Motions Toolbox** Video Hub

SALES MOTIONS TOOLBOX

Partner Tools

[Ordering Guide](#)

[VB400 BODY-WORN CAMERA LAUNCH KIT SETUP GUIDE](#)

[VB400 PartnerEmpower Launch Kit Set Up Guide](#)

[VB400 HTMLs](#)

KEY CONTACTS

Regional Support

Your Distributor or Motorola Solutions Account Representative

Partner Support email

partners.apac@motorolasolutions.com

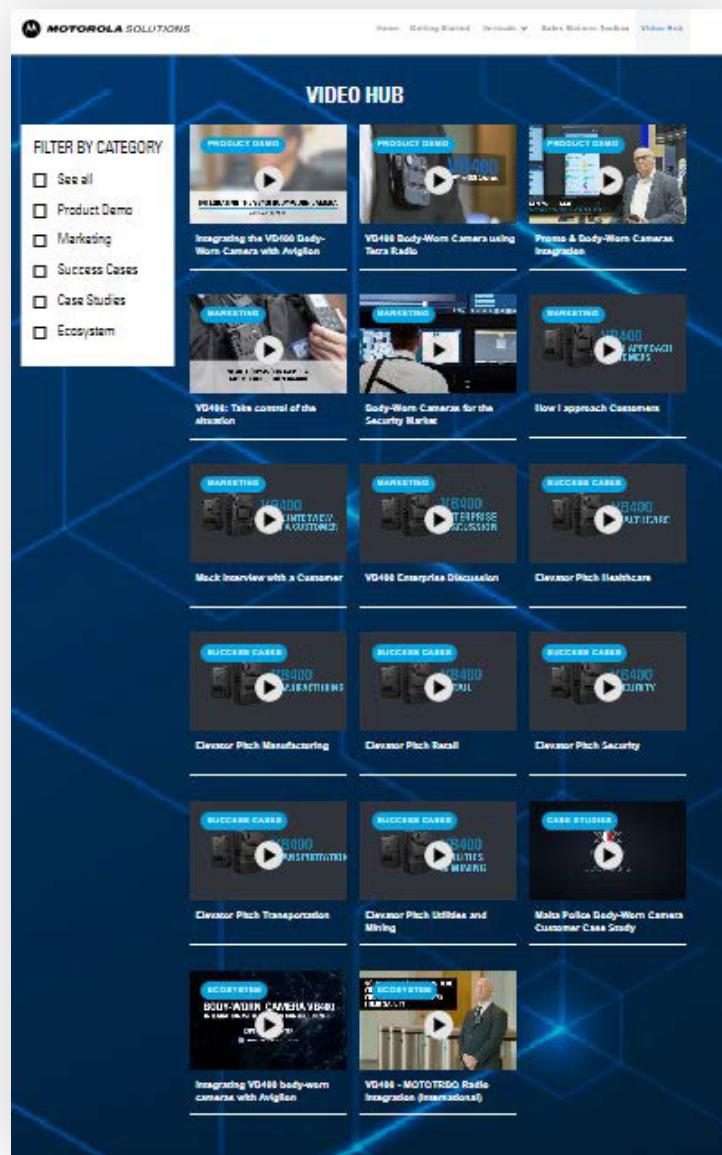
Video Hub

The **Video Hub** page can be found in the **Top Menu** in every section of the VB400 Sales Play, and will contain all the videos related to the product in one page.

You can access it and see **all the videos** together, or apply filters by:

- **Product Demo**
- **Marketing**
- **Success Cases**
- **Case Studies**
- **Ecosystem**

To easily find the information that you are looking for.



Final Considerations

Please remember that a vital component of the VB400 Sales Play is **your feedback**.

With your input, we can continue to **improve this tool, add new techniques and implement best practices** for selling **Body-Worn Cameras (BWC)**.

The link to the feedback form can be found [here](#). Please share your comments with us.

Key Contacts

Your local **Pre Sales Manager**

Asia Pacific

Email: partners.apac@motorolasolutions.com

Australia 1-800-931855

Hong Kong SAR 800-903-237

India 000-800-9190337

Indonesia 007-803-011-4936

Japan 0066-33-813730

Mainland China 4001-202101

Malaysia 1-800-8-18590

New Zealand 0800-445227

Philippines 1-800-1-114-2853

Singapore 800-1206952

South Korea 00798-14-800-9674

Taiwan 00801-13-6901

Thailand 1800-011691

For countries not listed above, please contact +60377248030. International call charges apply



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Availability is subject to individual country law and regulations. All specifications shown are typical unless otherwise stated and are subject to change without notice.

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