

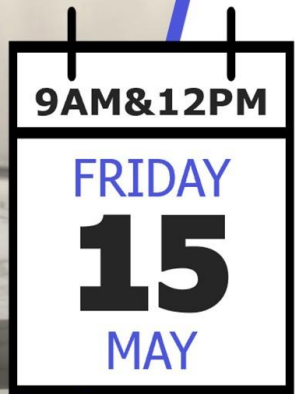
WITH SPECIAL GUEST:

WiiM



Selling home audio in the modern landscape.

REGISTER



AV Installer Series

POWERCAST

**TALK
LIVE
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Selling WiiM in the Modern Audio Landscape

Welcome to the Powerhouse Alliance **PowerCast** training podcast featuring **WiiM**. Join our Host, Gary Usher, along with **WiiM Factory Trainers**, as we discuss Selling Home Audio in the Modern Landscape.

Training topics:

- Understand the WiiM ecosystem — from the Mini to the Ultra, know which device solves which customer problem
- Master the key selling points: multi-room audio, hi-res streaming, and whole-home integration without the complexity
- Learn how WiiM bridges the gap between budget-conscious buyers and audiophile-grade performance
- Handle common objections — compatibility questions, app experience, and comparisons to Sonos or Bluesound
- Turn one sale into many — upselling tips for speakers, amps, and expanding a customer's WiiM setup over time

**Register
9am EST**



**Register
12pm EST**

