



AUTO DIGITID AFRICA

COMMERCIAL CERTIFICATION PATHWAY · 2026 EDITION

Understand, position and commercialise AIDC systems

Learn to connect technology to workflow, workflow to business outcome, and business outcome to financial value.

PROFESSIONAL · SALES SPECIALIST · COMMERCIAL EXPERT

For people who have to make the case

If your job is to find the opportunity, justify the investment and win the business, this is your path - whether you sell direct, through partners, or advise the people who do.



Sales and account management

Account managers, business development and enterprise sales



Pre-sales and solution consultants

People who scope, demonstrate and justify AIDC solutions



Channel and distribution teams

Vendor, distributor and reseller commercial staff



Consultants and advisers

Independent consultants advising on AIDC investment



Technology entrepreneurs

Building or growing a business around identification technology



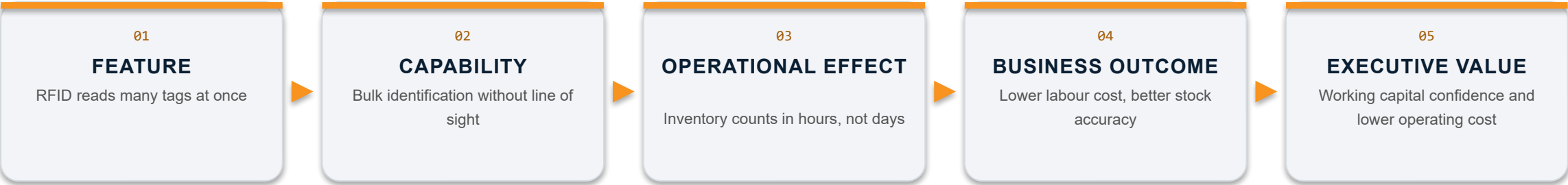
Procurement-facing professionals

Anyone who has to defend an AIDC investment case internally

This is not a course about selling scanners. It is about understanding a complex operational system well enough to position it honestly and justify it financially.

Technology alone never justified an investment

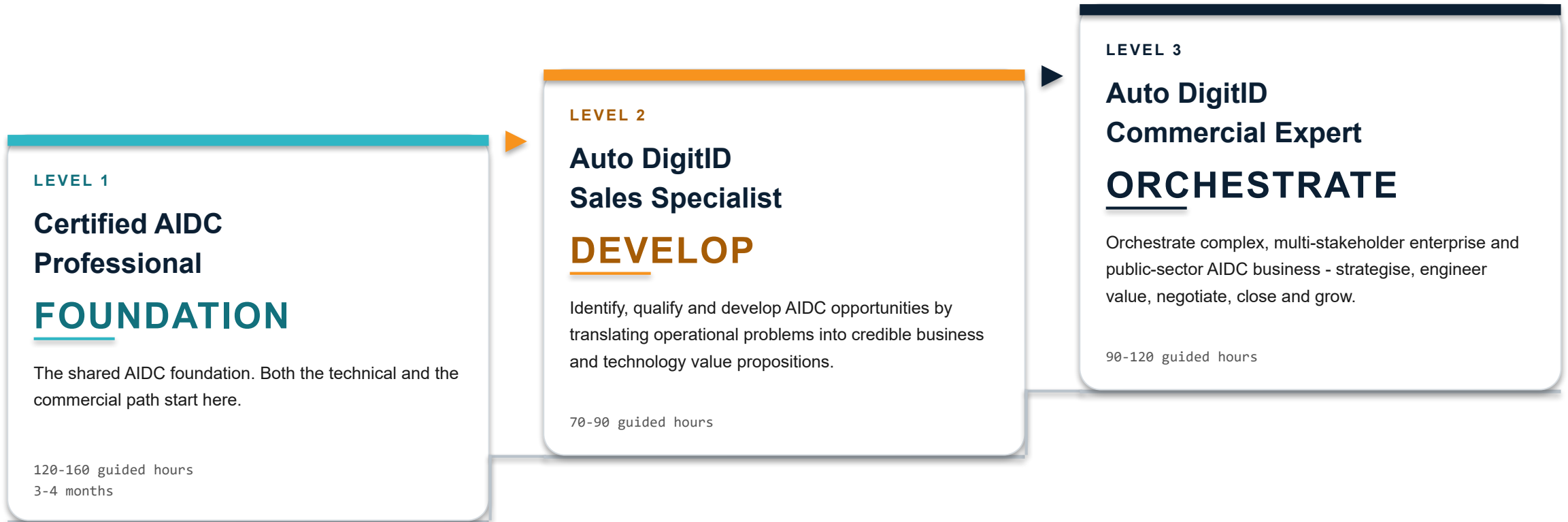
AIDC projects are bought by operations, IT, finance, procurement, security and compliance - often at once. Somebody has to translate between all of them, and that is a distinct professional competence.



The commercial pathway teaches this translation as a discipline, not as a talent.

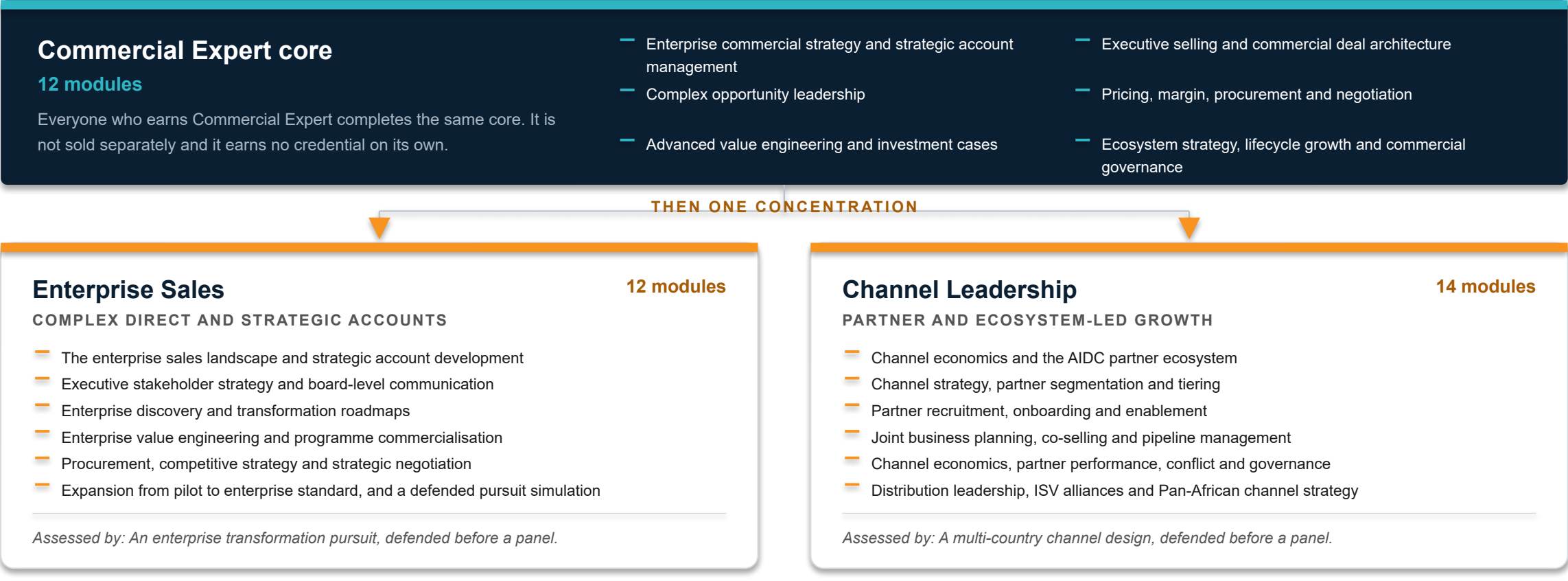
A salesperson who cannot intelligently discuss RFID, traceability, GS1, enterprise integration or device workflows should not be positioning enterprise AIDC. That is why Certified AIDC Professional is the shared foundation for both paths.

One foundation, then a commercial ladder



Commercial Expert core + one concentration + the Expert defence = Commercial Expert. The core alone earns no credential.

One core. Two senior careers.



Enterprise Sales route

12 core + 12 concentration = 24 modules

Channel Leadership route

12 core + 14 concentration = 26 modules

Both concentrations

12 core + 26 concentration = 38 modules

Both concentrations sit at the same Commercial Expert level. The price difference reflects curriculum scope - Channel Leadership is 14 modules to Enterprise Sales' 12 - not credential seniority.

Two professions, equal seniority, different questions

	TECHNICAL PATH Build and implement	COMMERCIAL PATH Sell and grow
THE QUESTION IT ASKS	How do we make this system work reliably, at scale, in production?	What business problem are we solving, why is this solution justified, and how should it be positioned?
LEVEL 2	Certified AIDC Specialist — integrate devices and data into secure, observable enterprise workflows	Sales Specialist — discover, qualify and commercially develop AIDC opportunities
LEVEL 3	Certified AIDC Expert — lead and assure complex implementations against approved intent	Commercial Expert — orchestrate complex enterprise and public-sector business
EVIDENCE YOU PRODUCE	A working, observable integration and a defended delivery-assurance capstone	A commercial case, an opportunity dossier and a defended executive presentation
WHERE THEY CONVERGE	At senior level both reason about architecture, value and decision quality	— but a Commercial Expert is not an AIDC solutions architect without the technical qualification

Neither path replaces the other, and neither is the junior version of the other. They share one foundation and then build different professional judgement.

Capability, level by level

Sales Specialist

SELL & GROW

WHAT YOU LEARN

- The AIDC commercial professional and the buying environment
- Customer and operational discovery
- Solution and use-case positioning; industry opportunity development
- Consultative and value-based selling; opportunity qualification
- Value engineering, ROI and TCO
- Solution scoping, proposals, demonstrations and tenders
- Partner and channel selling; governance, ethics and discipline
- An applied sales practicum and certification assessment

Trained to recognise, discover, qualify and commercially develop the solution - not to configure it.

Commercial Expert

LEAD & ORCHESTRATE

THE CORE — THEN ONE CONCENTRATION

- Enterprise commercial strategy and strategic account management
- Complex opportunity leadership
- Advanced value engineering and investment cases
- Executive and board-level selling
- Commercial solution strategy and deal architecture
- Pricing, margin and commercial economics
- Enterprise procurement, tenders and contracting
- Negotiation and deal leadership
- Ecosystem, alliances and lifecycle growth
- Commercial governance, forecasting and leadership

A Commercial Expert cannot describe themselves as an AIDC solutions architect without the corresponding technical qualification.

PREREQUISITE

Sales Specialist requires Certified AIDC Professional. Commercial Expert requires Sales Specialist.

ASSESSMENT

Knowledge assessments, strategic and pricing cases, a negotiation simulation, an opportunity dossier and a defence.

THE GATE

Commercial Expert is never an exam alone. The capstone and panel defence cannot be compensated for elsewhere.

Same credential. Different amount of support.

	CHALLENGE For experienced practitioners	CERTIFICATION Best for most learners	CERTIFICATION PLUS Maximum exam confidence
WHO IT IS FOR	You already do this work and want it recognised	You are building the capability	You want the most support before assessment
ELIGIBILITY	Gated on a prior credential, verified experience or partner-university enrolment	Open	Open
CONTENT AND LABS	Identical	Identical	Identical
TIME TO COMPLETE	A 90-day window	The full programme	The full programme
PRACTICE ATTEMPTS	One	Included	Included
LIVE REVISION CLINIC	—	—	Included
RETAKE	—	—	One included
ASSESSMENT AND AWARD	The same assessment, the same credential	The same assessment, the same credential	The same assessment, the same credential

WHAT EACH COSTS

Sales Specialist

\$495 · \$795 · \$995

Commercial Expert — Enterprise Sales

\$1,395 · \$2,195 · \$2,690

One certification. Three ways to prepare. Every route ends at exactly the same independently assessed credential - the route you take is never printed on it.

Commercial Expert challenge is never an exam alone: it still requires the commercial case, the opportunity dossier and the panel defence.

An assessed core, and the enrichment around it

	CORE Assessed · controlled release	ENRICHMENT Optional · living release
WHAT IT IS	The modules the credential is built on	Optional modules that ship with the credential
ASSESSED	Yes. Every core module is examinable, and the award rests on it	No. Enrichment is never examined and never gates your credential
WHAT IT COSTS	Included in the rate	Also included. There is no separate fee and nothing further to buy
HOW IT CHANGES	Through controlled release, so an award boundary is never moved casually	Through living release, so it can move at the pace the technology actually does

Every level carries optional enrichment alongside its assessed core.

- Professional · shared foundation** An introduction to AI in AIDC - what it is doing in this field, where it already works, and where it does not.
- Sales Specialist** Selling AI and automation - positioning them where they pay back, and declining where they do not.
- Commercial Expert** Leading AI and automation as a commercial programme, not a product sale.

The AI thread runs the commercial ladder too, and in the order a career actually meets it: first you understand it, then you sell it honestly, then you lead the programme that delivers it.

Depth in a sector, on top of the ladder



A badge carries its own ID

Issued from the register and checkable by anyone, with no account.

Standard	\$595
Student	\$495
Academic Partner	\$395
Two badges	\$1,090
Three badges	\$1,495

Vertical depth, without creating a fourth level. For a commercial professional a badge is the difference between selling AIDC and selling it credibly into one industry.

- It opens after Specialist** Professional and Specialist, both valid and both yours. An Expert holder can name that award on the badge as well, and completes an assurance-level extension where it applies.
- It is not a higher tier** A badge adds sector fluency across the ladder you already hold. The framework is explicit that badges do not create a Level 4 and must never weaken the role boundary of your main certification.
- It is earned, not bought** An industry case or project, a sector assessment and assessor sign-off - assessed against current regulation, workflow, stakeholder and data requirements.
- It is verifiable** Each badge carries its own ID, issued from the register and resolvable by anyone, with no account.
- It stays current** Reviewed or renewed every two years at \$149, and sooner after a material regulatory change. Sector regulation moves faster than the framework around it.

AVAILABLE CONCENTRATIONS

- | | | | |
|--------------------------|------------------------------|----------------------|---------------------------|
| Logistics & 3PL | Healthcare | Retail & Omnichannel | Manufacturing |
| Public Sector & Identity | Banking & Financial Services | Energy & Utilities | Courier, Express & Postal |

There is no all-access pack. Holding every vertical would signal specialisation in none.

Where the commercial path leads

Auto DigitID Sales Specialist

ROLES THIS OPENS

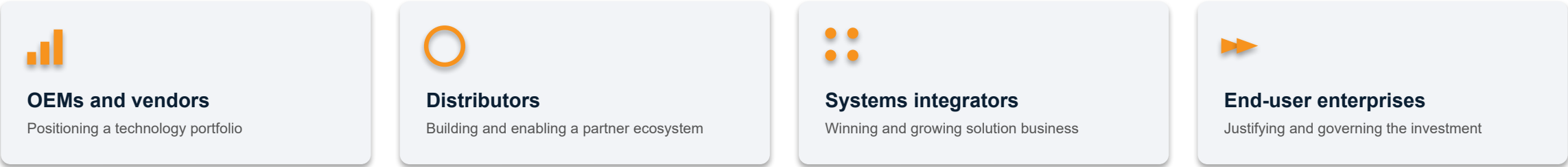
- AIDC Account Manager
- Solution Sales Specialist
- Business Development Manager
- Pre-sales Consultant
- Channel Account Manager

Auto DigitID Commercial Expert

ROLES THIS OPENS

- Enterprise Sales Lead
- Strategic Account Director
- Channel / Distribution Leader
- Commercial Manager
- Business Unit Lead
- Commercial Consultant

WHERE AIDC COMMERCIAL CAPABILITY IS BOUGHT



Roles are directions this pathway opens, not guaranteed outcomes.

RATES

What the commercial path costs

These are rates, not promotions. If you qualify, the rate is yours - there is no code to find and nothing to negotiate.

Professional SHARED AIDC FOUNDATION \$295 STANDARD RATE Student rate\$195 Academic Partner rate\$149 Challenge route\$195 Required before Sales Specialist.	Sales Specialist SELL & GROW \$795 STANDARD RATE Student rate\$495 Academic Partner rate\$395 Challenge route\$495 Certification Plus\$995	Commercial Expert Enterprise Sales 12 MODULES \$2,195 STANDARD RATE Student rate\$1,395 Academic Partner rate\$1,095 Challenge route\$1,395 Certification Plus\$2,690	Commercial Expert Channel Leadership 14 MODULES \$2,295 STANDARD RATE Student rate\$1,495 Academic Partner rate\$1,195 Challenge route\$1,495 Certification Plus\$2,790
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DUAL CONCENTRATION AND COMPLETE PATHS

Enterprise Sales route	\$2,795	saves \$490
Channel Leadership route	\$2,895	saves \$490
Dual Concentration route	\$3,295	saves \$590

Each Complete Commercial Path includes Professional and Sales Specialist.

Dual Concentration	\$2,795	student \$1,795
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Renewals: Sales Specialist \$249 · Commercial Expert from \$595

Choosing both concentrations up front costs \$2,795. Adding the second later costs \$3,090 by either route - a \$295 premium for deciding later, and the same by either order. Eligibility rates do not combine with each other. You qualify for the best single rate, not a stack of them.

Start with the foundation

Every commercial credential is built on Certified AIDC Professional. You cannot position what you do not understand.

01

Take the foundation

Certified AIDC Professional, \$295. It is the same credential the technical path starts with.

02

Build commercial competence

Sales Specialist, \$795. Discovery, positioning, value engineering, proposals and procurement.

03

Choose your senior route

Commercial Expert with Enterprise Sales, Channel Leadership, or both.

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