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Bearcom receives the Motorola Dealer gong for the 12th year running

Bearcom, Australasia's largest radio communications company, received the 2006 Motorola Australasian Dealer of the Year Award for the 12th consecutive year at the annual Motorola Dealer Conference in Melbourne last month.

Bearcom has received the title from Motorola since the award's inception in 1994. In addition to recognising the dealer selling the highest volume of Motorola products in the region, the award salutes quality customer service, quick order fulfillment and strong product knowledge.

Accepting the award at a presentation ceremony was Kieran Callan, CEO of Bearcom's parent company, TR Corporation. Mr Callan said Bearcom's superior sales results were ultimately down to the high customer service levels offered by Bearcom.

"Bearcom has been winning this title since it was a small company of five people. To grow with and satisfy your customers, organisations need to continually evolve as communication technologies become more complex," said Mr Callan.

"Some of Bearcom's customers have been with us since the early days, and are now responsible for procuring radio solutions for big scale systems," added Mr Callan.

The Motorola Dealer Conference is attended by representatives from Motorola Dealerships across Australia and New Zealand. This year's conference focused on the market's migration to digital radio protocols over the coming years and the evolution of Motorola's Broadband products.

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