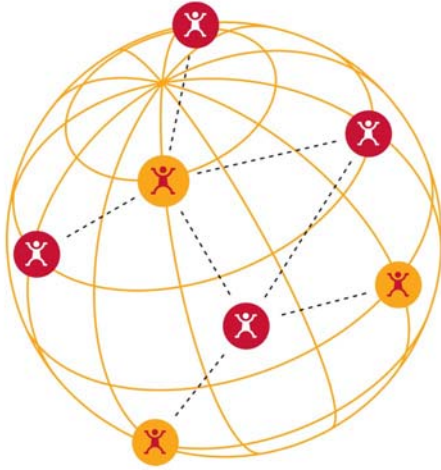


TRAINING PROGRAM OUTLINE



MKG-111E **STRATEGIC SALES IN TELECOMMUNICATIONS**

DESCRIPTION

A 5-day Training Program to equip participants with the tools and methods required to find, win and retain customers, and to provide techniques to enhance professional sales skills.

OBJECTIVES

- Provide a good understanding of the sales process and how to find, win and retain the company's customer base
- Provide tools and techniques to develop customer-driven presentations and proposals which clearly convey the value of a service to a customer
- Explain the importance of good customer relations
- Define the skills-set required to be a professional salesperson and offer techniques to develop and enhance these skills



TOPICS

- The global and competitive telecommunications environment
 - Deregulation and competition
 - Globalization
 - Market evolution and trends
 - New telecom players
 - New technologies and services
 - Falling telecommunications costs
 - Challenges, opportunities and impacts for operators

PART I – Winning the customer

- Overview of the sales process
 - The sales process
 - The sales opportunity funnel
- Prospecting and qualifying potential customers
 - Building the opportunity profile
 - Qualifying the opportunity
 - Making the contact
- Getting the inside edge
 - Recognizing the needs of the customer
 - Finding the influencer and decision-maker
 - How customers make decisions
 - Influencing the customer's choice
 - The proposal – developing the value story
 - Competitive strategy and tactics
- Negotiations and closing
 - Resolving customer concerns
 - Negotiations and closing



PART II – Customer care

- Taking care of customers
 - The importance of happy customers
 - Implementation and account maintenance

PART III – The professional salesperson

- Qualities of a professional salesperson
 - Traits of a successful salesperson
 - Reasons to become a professional salesperson
- Developing sales skills
 - Time management
 - Empathy and body language
 - Motivation
 - Failure in sales

TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, sales and business development who wish to improve their ability to identify, win and retain customers
- Managers looking to complement their skill-set by gaining a good understanding of strategic sales concepts and tools

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.



LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

