



## MKG-126 - Commercial Strategies for Wholesale Telecom Services

### Description

*\*This course is also available as a live distance learning course\**

A 5-day Training Program to equip participants with best practices in the wholesale of international capacity.

### Objectives

At the end of this course, participants will be able to:

- Explain key market trends for the wholesale international capacity market
- Assess the competitive landscape for their own wholesale business and identify potential customers
- Design a marketing strategy and develop a sales plan for their wholesale business
- Perform the key activities required to sell wholesale products using best practices
- Identify the essential operational activities required for a successful wholesale business

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### Topics

Wholesale defined

- Industry overview and structure
- Key players

- Wholesale products and services - Wavelengths, SDH capacity and International Private Line, Carrier Ethernet services, IP transit, etc.
- Wholesale market trends

#### Setting the strategic context

- Strategic planning process
- Strategy formulation
- Strategy implementation

#### Wholesale marketing strategy

#### Marketing plan

- Contents
- Market analysis
  - Assessing the competitive landscape
  - Existing competitive situation
- Customers (Segments in which to compete)
- The marketing mix
  - Product/service
  - Pricing
  - Promotion
  - Distribution
- Action plans

#### The sales plan

- Content
- Identifying potential customers
- Qualifying
- Making the contact
- The value story
- The proposal
- Competitive strategies and tactics
- Resolving customer concerns
- Negotiations and closing
- Post sales

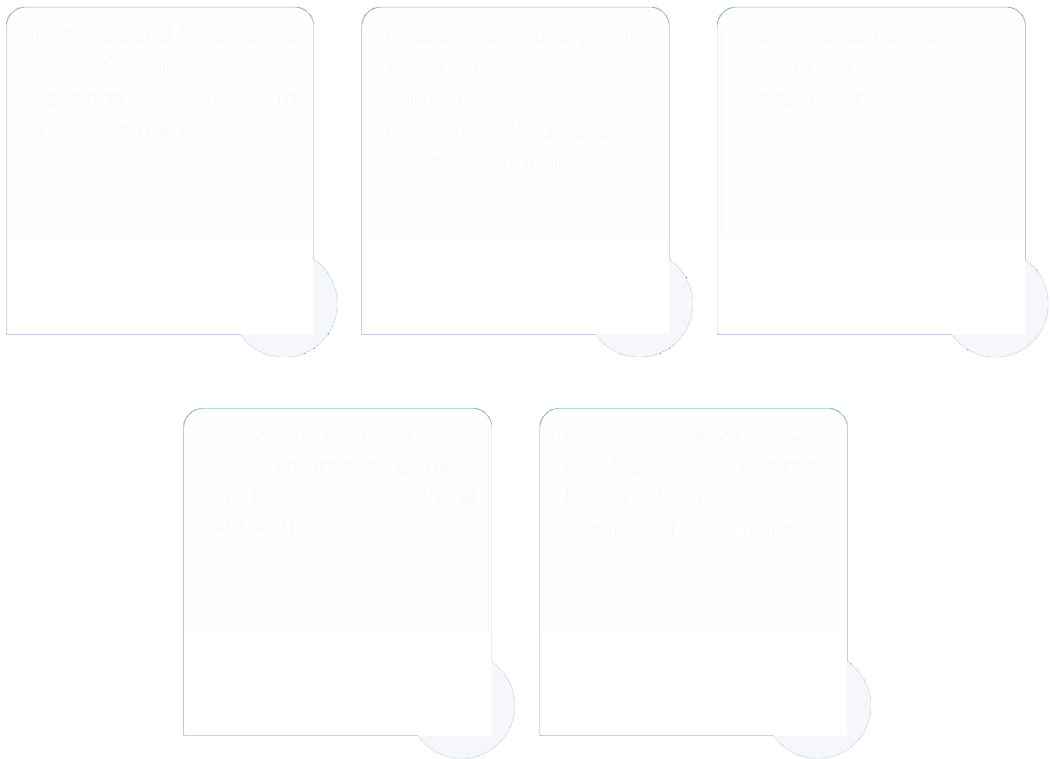
#### Wholesale operations – essential structures and processes to satisfy wholesale customers

#### **Target audience**

- Marketing, sales and supporting commercial staff involved in wholesale
- Managers looking to complement their skill-set by gaining a good understanding of effective commercial practices in wholesale

# Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



# Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

**About Neotelis**

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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