MKG-126 - Commercial Strategies for Wholesale Telecom Services

Description

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

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

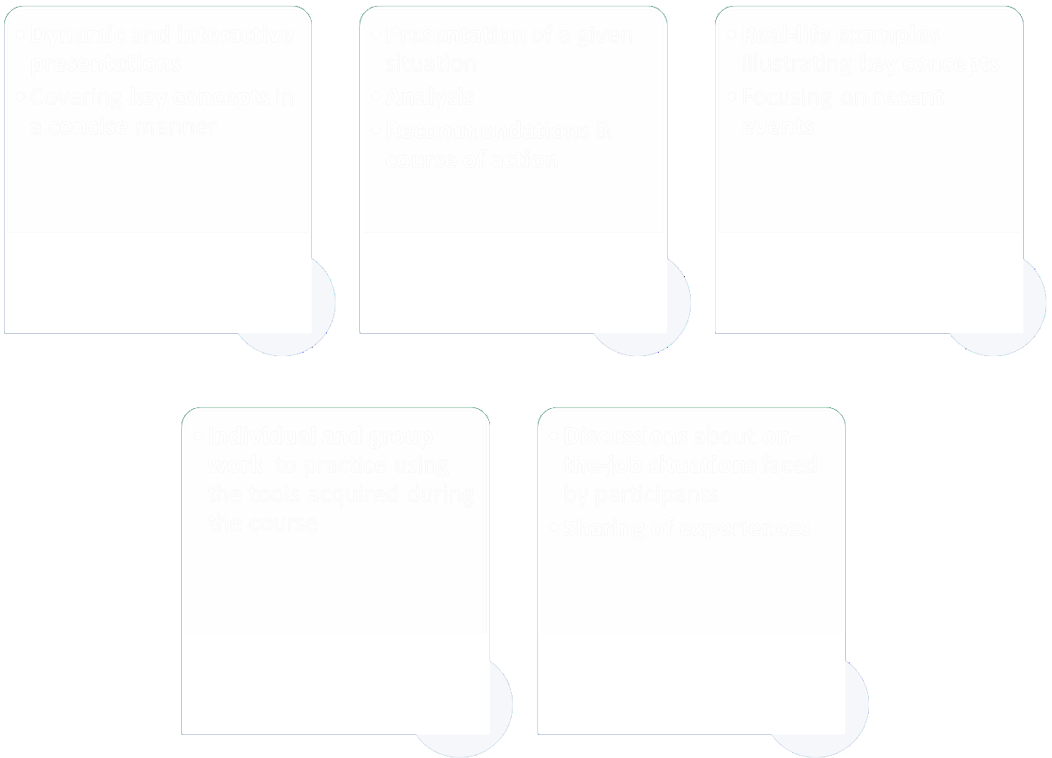
Wholesale operations – essential structures and processes to satisfy wholesale customers

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 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 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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