

MKG-111 - 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

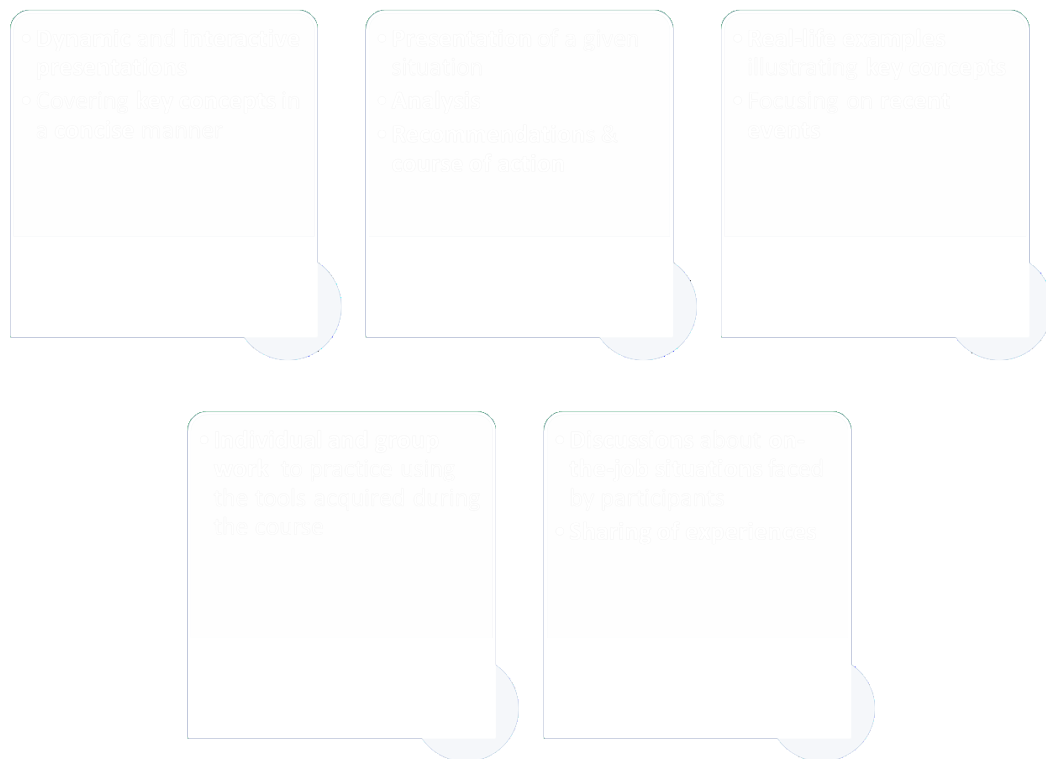
- Time management
- Empathy and body language
- Motivation
- Failure in sales

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

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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4802 de Verdun St, Office #1, Montreal, QC, H4G 1N1 Canada
Tel: +1 514 281 1211 Fax: +1 514 281 2005
info@neotelis.com