

Course Name: Understanding and Positioning Bluetooth

Course Overview:

The immense impact of Bluetooth on the world of wireless cannot be understated. In this course we will examine the current uses of Bluetooth applications and products and look into the future of Bluetooth. This training program focuses on increasing understanding and sales of Bluetooth accessories and increasing ARPU (Average Revenue Per User) numbers in both a retail and business environments. Specific topics will include the expansion of the Bluetooth category, Selling Bluetooth Accessories and the impact on ARPU, and using Bluetooth profiles – HSP, HFP, A2DP, SYNC. TESSCO has extensive experience in the world of Bluetooth technology and products, and has transitioned this expertise into a comprehensive training program. The training will be delivered by one of our experienced instructors using any of the following methods: a traditional classroom environment, a webinar, or you may even opt for a self-paced version.

Course Length: 1 day for instructor-led or 2 hours for introductory web-based seminar

Who should attend?

Business Sales
Retail Sales
Telesales Representatives
Resellers
Customer Service and Tech. Support
Support staff
Sales Managers
Executive Staff

You will learn:

- How to increase sales of BlueTooth accessories
- Investigation and qualification questions
- Ability to match all cellular accessories with specific types of buyers
- Identify and describe the key types of accessories available, how they are used, and the benefits of each to your customers.
- Utilize the consultative selling process to recommend the right product(s), look for up-selling opportunities, as well as learning how to close the sale the first time therefore reducing repeat customer visits

Prerequisites: None

Customizable Course: Yes

Course Content:



Bluetooth Technology

- What is Bluetooth
- Fun Facts
- How it works
- Categories

Bluetooth Technical Specifications

- Standards
- Power Classes
- Bluetooth Profiles
- Bluetooth Pairing
- Bluetooth Performance
- Talk Time, Security, Icons

Overview of the Bluetooth Accessories Market

- Types of Accessories
- Trends
- Industry and Applications

Increasing Sales of Bluetooth

- Strategic product sales
- Recurring Revenue and ARPU
- Selling Correct Solution

Types of Bluetooth Accessories

- Headsets
- Items to Increase Efficiency
- Music and Entertainment
- Image/Status Symbol Items
- Personal Networking Items

Customer Reasons for Purchasing Bluetooth Accessories

- Business Applications
- Common Consumer Applications
- Matching Applications to Products
- The Benefits – Closing the Sale

