

Course Name: Selling 3G Data Services

Course Overview:

This 1-Day course will provide the student with some tips and tricks for increasing the sales of 3G Data Services. Students attending this course will learn the background of wireless data, current wireless data trends, what end users look for in wireless data services, and how to identify wireless needs for both business and retail customers.

Course Length: One day

Who Should Attend?

- Wireless Retail Sales Staff
- Wireless Business Sales Staff
- Wireless Sales Managers and Executives
- Marketing Support Personnel
- Product Marketing Personnel
- Executives and Management of Wireless Carriers

You will Learn:

- The History of Wireless Data Services – the Generations 1G, 2G, 3G, and Beyond
- Data Trends in the Wireless Marketplace
- How to Calculate Bandwidth
- The Competitive Marketplace for Wireless Data Products and Services
- How to Sell Wireless Data Products and Services
- How to Qualify a Retail Customers for Wireless Data Solutions
- How to Qualify a Business Customer for Wireless Data Solutions
- The Future of Wireless Data

Prerequisites: None

Customizable Course: Yes

Course Content:

The Generations of Wireless Data

- 1G, 2G, 3G, 4G
- Wireless Broadband Overview
- Wireless Data Technologies
- Cellular Wireless Broadband Technologies

Wireless Data Technologies and Standards

- CDMA, CDMA2000, 1xRTT, EVDO, EVDO Rev. A, EVDO Rev. B, UMB
- UMTS, WCDMA, GPRS, EDGE, HSDPA, HSUPA



- Speed and Bandwidth
- Calculating Data Usage
- Bandwidth Requirements for Retail Customers
- Bandwidth Requirements for Business Customers
- WiFi, WiMAX, and others

Wireless Data Marketplace

- Competition
- Market Drivers for Wireless Data Services
- Wireless Industry Data Trends
- Current Killer Applications

Wireless Data Solutions

- Wireless Data Products Overview
- Wireless Data Accessories – Must Haves

Selling Wireless Data

- Identify Customer's Needs
- Presenting Wireless Data Products and Services
- Demonstrating Wireless Data Products and Services for the Customer
- Dealing with Objections
- Selling Add-ons and Accessories
- Providing Customer Service and Support after the Sale

The Future of Wireless Data Solutions

