

Course Name: Increasing Sales of Cellular Accessories

Course Overview:

This training program focuses on increasing sales of cellular accessories and increasing ARPU (Average Revenue Per User) numbers in both a retail and business environments. TESSCO has extensive experience in the accessories market 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 wireless 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:

Overview of Accessories Market

- Types of Accessories
- Trends
- Industry and Applications

Increasing Sales



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

Types of Accessories

- Chargers, Batteries and Power
- Headsets & Bluetooth
- Items to Increase Efficiency
- Memory Cards and Adapters
- Datacards and Antennas
- Music and Entertainment
- Image/Status Symbol Items

The Customer

- Understanding Reasons for Purchasing
- Key Buying Influences

Reasons for Purchasing Accessories

- Business Applications
- Common Consumer Applications
- Matching Applications to Products

Consultative Selling

- Understanding your Customer
- Asking Qualifying Questions
- Proper Investigation
- Recommending the “RIGHT” product(s)
- Explaining Benefits
- Closing the Sale

