

Course Name: Selling Wireless Broadband

Course Overview: This 1-Day course will provide the student with an overview of the Wireless Broadband industry and the technologies behind wireless data. Students attending this course will learn what end users look for in wireless data services, 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

You will Learn:

- What is Wireless Broadband
- How to Calculate Bandwidth
- Trends in the Wireless Broadband Market
- Wireless Broadband Products and Services
- How to Sell Wireless Broadband Products and Services
- How to Qualify a Wireless Broadband Business Customers
- How to Qualify a Wireless Broadband Retail Customers
- How to Handle Objections

Prerequisites: None.

Customizable Course: Yes

Course Content:

Wireless Broadband Overview

- Broadband Basics
- Wireless Broadband Overview
- Wireless Broadband Providers
- Wireless Broadband Technologies
- Cellular Wireless Broadband Technologies
- WiFi and WiMax and Satellite Broadband

Understanding Bandwidths

- What is Bandwidth
- Wireless Broadband Bandwidths
- Calculating Data Usage
- Bandwidth Requirements for Retail Customers
- Bandwidth Requirements for Business Customers



Market Drivers for Wireless Broadband

- Industry Trends
- Current and Future Applications for Wireless Broadband

Wireless Broadband Products and Services

- Wireless Broadband Products Overview
- Wireless Broadband Services Overview
- Wireless Broadband Business Solutions
- Wireless Broadband Accessories – Must Haves

Selling Wireless Broadband

- Identify Customer's Needs
- Presenting Wireless Broadband Products and Services
- Demonstrating Wireless Broadband 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 Broadband

