

**Course Name:** Effectively Selling Data Products and Services (VARs)

**Course Overview:** Is your sales force aggressively selling data services? In today's market, sales professionals are expected to support products that range from cable to wireless devices and everything in between. This is a daunting task and strong sales skills may not be enough. Many companies are finding that they need to provide unique training programs that explain the technology as well as focus on the features, applications and benefits of the products and services being sold. This two day training course provides enough technology to ensure sales professionals can talk to the savviest buyers without feeling intimidated as well as provide proven sales skills to ensure a rapid return on investment. Generic sales training courses just do not have the expected impact in the telecommunications and networking industry. TESSCO's training programs are job specific and this course uses technology discussions coupled with customized sales tools and mock scenarios to ensure maximum knowledge transfer. The end result is more confident sales professionals which ultimately leads to increased sales numbers.

**Course Length:** 2 days

**Who should attend:**

- Customer Service Representatives
- Wireless Carrier Sales
- Wireless Reseller Sales
- Contracting Organizations
- Sales Managers/Supervisors
- Retail and Business Sales Staff
- Management Staff

**You will learn:**

The basic layout of this course will be customized around your specific product mix that the sales organization supports. Once we lay a strong foundation in networking equipment and technology we will then expand that discussion into the segments of the network and where your sales opportunities exist. The simple questions we will answer: What is it? Who needs it? Why do they need it (value proposition)? What support structures are available to a salesperson?

**Prerequisites:** None

**Customizable Course:** Yes



## Course Content:

### Day 1 Classroom (8 hours) (Technology Day)

#### Overview of Data Industry

- Big Picture of Networks
- Drivers and Trends
- How the OSI and TCP/IP models relate to sales

#### LAN Based Technologies

- Types of technologies
- Equipment
- Customer Concerns
- Common Problems

#### WAN Based Technologies

- Types of technologies
- Equipment
- Customer Concerns
- Common Problems

#### Internetworking Wireless Technology

- Broadband in the Air
- Wi-Fi/Wi-Max (802.x)
- Cellular Based (3G+)
- Microwave Based

#### Lab – Design a network and present to class

#### Next Generation Trends

- Technologies
- Types of Products
- Total Solutions

#### Customer Specific Solutions

- Where do your products fit?

Why should customers purchase your products?

### Day 2 Classroom (8 hours) (Selling Data)

#### Beyond selling Features

- Focus on Applications
- What is the Benefit
- Selling Benefits

#### Technology Sales Techniques

- Application Discussions
- Using Network Diagrams
- Discovering Network Problems
- Resolving Problems through products/services
- Showing and Selling Benefits

Lab- Use Network from Day 1 to Design your Solution

#### Target Customers

- Types of customers
- Buying Influences
- Qualifying Questions

#### Communication

- Questioning techniques
- Proper qualification

Overcoming and Avoiding Objections

Lab – Sales Scenarios





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