

# Planning to Outsource Your Training?

## Use Spohn Training

Experts in Telecom Technology & Sales Training



### Who We Are! What We Do!

#### SERVICES PROVIDED

##### TECHNICAL TRAINING

Our Technical Curriculum provides design concepts for Telecom Engineers, Sales and Consulting Executives in designing data networking infrastructures.

We include courses in Data Network Design, Next Generation Networks, wireline and wireless access technology and Network Security Awareness.

##### SALES TRAINING

Our Spohn Applied-Selling™ Methodology and Sales Curriculum along with our Coaching Curriculum incorporates the latest sales and coaching techniques within Customer Care, Inbound, Outbound and Direct Executive sales at all levels.

We offer a complete Applied-Selling Curriculum which includes the 10 Domains of Applied-Selling Body of Knowledge:

1. Sales Methodology
2. Account Planning & Management
3. The Customer & The Business
4. The Decision Making Process
5. Executive Level Positioning
6. Prospecting & Value Statements
7. Qualifying Customers
8. Qualifying Services
9. Differentiating & Value Propositions
10. Closing & Handling Objections

##### TRAINING REINFORCEMENT

You analyze, design, develop and implement the perfect training program. All agree that it will make them more productive. After a time you evaluate the results and find some performing well but most back to their old habits. Your cycle restarts at the analyze phase to find out what's wrong with the training. Maybe nothing is wrong. If you don't reinforce key knowledge and skills, critical abilities never get applied and are lost.

##### Let us help Reinforce Your Training.

For more information on any of our products or services please call or visit us on the Web.

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#### OVERVIEW

Spohn Training understands that your training needs are unique to your organization so we provide customized, personalized and specialized training solutions. Our curriculum development, delivery and evaluation team can produce a curriculum and results to match your needs and desired student results.

Whether you are selecting Spohn to design, develop, deliver, or evaluate an entire training curriculum or course, or just deliver a single training class, we use the same instructional design and delivery methods. We approach your project with the end result in mind from the very beginning, no matter the size of the project.

When your organization is ready to implement a customized training solution, we are ready to help with total outsourcing, staff augmentation, or custom development and delivery for all or just part of your training projects.

Top 10 Outsourcing Criteria and How Spohn Training Compares	
Experience	Over 12 years experience in Data Networking and Sales Training Development and Delivery.
Geographic Reach	Global delivery for all clients.
Market Visibility	Ranked "Easiest Vendor to Work With" by one of our most critical clients.
Evaluation Criteria	Evaluation levels 1 thru 4 plus ROI offered in all classes.
Talent	President/CEO renowned Data Networking Author. Over 100 combined years of data networking, sales, training development and delivery experience.
Customer Impact	One customer increased sales revenue p/hr. by 57% for new-hire inbound sales. Another customer reduced their staff training travel 80% by implementing blended learning we provide.
Customer Base	Over a 12 year history supporting the internal training, marketing, sales and technical organizations of all our customers.
Service Breadth	Sales breadth from Customer Care to Executive. Technology breadth from entry level to Systems Engineer.
Service Success	Over a 12 year history with many of the top Telecom Carriers and Consulting Companies and growing.
Use of Technology	Technical innovation in delivering blended learning as well as reducing printed materials for Instructor-Led classes.

#### CUSTOMERS

