

# Beating the Carrier Competition

Enable Your Staff to Become  
Sales, Technology & Business Experts

## YOUR BUSINESS ISSUES

- Under Quota
- High Turnover
- Reduced Loyalty
- Limited Staffing Budgets
- Limited Training Budgets
- 1000 Different Products to Sell
- Distributed Sales Force
- Multiple Distribution Channels

## REQUIRED SALES STAFF KNOWLEDGE

- C-Level Business Acumen
- Technical Knowledge
- Service Competency
- Solution Design Experience
- Competitive Awareness
- Acquisition/Retention Sales Skills

## CUSTOMER ISSUES

- Who really understands my business requirements?
- What technologies do I need?
- What services do I need?
- What does a comprehensive network "Solution" look like?
- Who can provide me the best solution?

## Question

How do you reach your customers effectively?



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

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