



SA-S : Indirect Selling: Telecommunications Industry

Proven methodology provides measurable results and flexible curriculum for telecom channel sales

Channel Partner Certification workshops deliver proven strategies for improving channel performance

CPC workshops provide the keys to successful high volume, high dollar solution sales. Whether you are a channel partner

Figure 1: Following is an overview of Indirect Sales curriculum that is tailorable to meet specific client needs

CPC Curriculum	-Day	-Day	-Day
Marketing Business models, market trends customer needs, adding value	○	○	●
Understanding Key Services & Technologies How and when to sell them	○	○	●
Solutions Sales Skills Effective sales strategies and tactics	○	○	●
Building & Scaling Your Agent Business Structure, compensation, support	○	○	●
Knowledge retention exercises and learning activities		○	●
Competitive Analysis Companies, products, services, SWOT analysis		○	●
Products and Services Technical Analysis		○	●
Sales and technical tools that increase performance		○	●
Case study evaluation and exercises		○	●

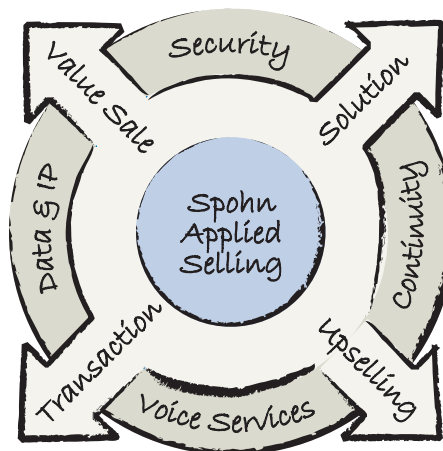
○ Basic Overview
● Intermediate Study
● Advanced Study

selling direct or managing your own sales channel, you will gain new knowledge and skills to expand and support your business.

What are the keys to becoming a successful channel partner today?

The CPC workshops have the answers developed out of years of successful channel partner and business development success. Your agents get the right mix of business, technical, and solution sales training to win customers and close deals faster. Students will gain new strategic and tactical for building high volume sales funnels. You will also learn new ways to turn sales teams into high value, high dollar solution sellers. Two, three, and four-day hands-on workshops are available and tailorable to meet specific needs.

Figure 2: Indirect selling curriculum is based on Spohn's proven Applied-Selling methodology and includes in-depth content to capture student mind-share and improve selling skills across multiple sales situations



Benefits

- Meet revenue projections through proven sales methodology, strategy, and tactics
- Offset the competition by creating mind-share of your key service differentiators and value propositions
- Increase lead generation and account acquisition through consultative selling approach proven for telecom services
- Increase service sales through understanding of business drivers, service benefits and features

For further information please contact our corporate office at 512.685.1000