Sales-Product Authorization
Training by Spohn Training, Inc.

Course Description

This course is designed for Indirect Solution Providers or Sales Executives with entry to intermediate level telecom outbound or acquisition sales experience. It is designed to train indirect Agent Sales Executives how to sell YOUR products and services.

Course Objectives
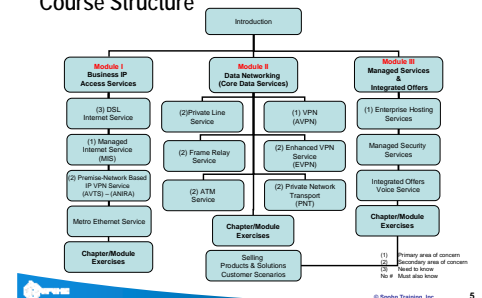
Upon completing the course you will be able to:

- Describe the business objectives, drivers and challenges facing businesses.
- Differentiate between urgent and strategic business needs.
- Explain the following for each selected product and solution set:
    - Market - Who generally buys this product/solution
    - Strategic Imperatives/Business Drivers - Why businesses require this product/solution
    - Solution Set - The value this product brings to the customer
    - Portfolio/Product - Product details - Features, Functions, Benefits
    - Competitive Differentiators - Why is this product better than other vendor offers
        - *See Customization Note on Products & Solution Set*
- Teams analyze customer scenarios and assess complex business situations to identify:
    - Customer's core competency, technology concerns, current network infrastructure and business needs.
- Teams develop a value proposition they would use as part of an approach letter or phone call to get a customer appointment.
- Teams design the solution and prepare a customer presentation.
- Teams present their recommended solutions to the class and instructor.

Key Benefits:

- Completing the Training session will improve your skills and provide you with the necessary knowledge required to sell your services.

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Target Audience

Sales Account Executives providing Indirect or Channel outbound or direct sales efforts selling networking technology products and solutions.

Length

3 days

Delivery Method

Instructor-Led — Taught by Spohn Training

Course Outline& Agenda

Day 1
- Introduction
- Module I – Business IP Access Services
- Chapter 1 – DSL Internet Service
- Chapter 2 – Managed Internet Services (MIS)
- Chapter 3 – Premise-Network Based IP VPN Service (AVTS) (ANIRA)
- Chapter 4 –Ethernet Service

Day 2
- Module II – Data Networking – Core Data Services
- Chapter 1 – Private Line Service (Local/International/SONET)
- Chapter 2 – Frame Relay Service
- Chapter 3 – ATM Service
- Chapter 4 – AT&T VPN (AVPN)
- Chapter 5 – Enhanced Virtual Private Network (EVPN)
- Chapter 6 – Private Network Transport (PNT)

Day 3
- Module III – Enterprise Hosting & Integrated Offers
- Chapter 1 – Enterprise Hosting Service
- Chapter 2 – Integrated Offers
- Selling AT&T Product and Solutions Customer Scenario
- Putting it all together

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Qualifications of Spohn & Associates

Spohn Training enables your employees to achieve personal and corporate objectives through proven learning methodologies.

- No other training vendor is a top networking consultant, solution provider and training vendor giving us a true understanding of networking products and how to sell, design, install and life cycle support those products.
- No other training vendor has their Security and Consulting services being sold by a major Tier 1 Service Provider to their customers.
- Right now Spohn Training is training several Tier 1 Service Provider Direct and Indirect technical and sales people on their products with Solution Selling skills built into the course and getting great feedback.

Customization Note

Spohn Training can customize the product portion of this course to meet your requirements for your products, solutions and sales channel requirements.

Student comments about course:

Things Enjoyed about the Course

Excellent, quality instructor!

This would be a great course for Outside & Inside Account Managers in Select Markets.

To help educate (how to) position our products and managed services to our customers.

The **interactivity.** We were actively engaged and Darren used our names in specific examples. This really held our attention.

Replaced (the need for) CBT!

Interaction with other agents.

Darren had a difficult task because of the diversity of skill levels but was able to adapt to the audience.

Gave me a clear understanding of products, managed services and **combines lengthy web based courses into one clear, concise leader led training.**

Good use of examples and technical explanations.

I like **interaction and examples** that simplify concepts and the facility.

Great instructor who **encourages discussion among solution providers**.

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