

Selling Wireless and Mobility Solutions for Wireline Sales Executives

Course Description

This 2-day Instructor-Led course introduces wireless and mobility solutions to current wireline sales executives. It provides an introduction to the world of mobility. It is designed to teach both a high-level and broad understanding of mobility services by illustrating how these services lower cost, increase productivity, and improve the ROI of customer mobile communications. It teaches how to use these services to enable enterprises to connect and convert their existing LOB (Line-of-Business) network and applications into mobile LOB (Line-of-Business) networks and applications. This course also covers the working fundamentals of wireless network technologies from the backbone to the access to customer premises equipment and finally to wireless devices and how they are deployed in Service Provider networks.

It provides an overview of Wireless and Mobility Solutions using Spohn's 6-Layered Mobility Deployment Model covering Infrastructure and Technology, Network Services, Devices and Platforms, Customer Services, Applications and Solutions. It presents the entire Mobility Portfolio in terms of customer needs, business and technical benefits (WIFM to customer), and strategic positioning.

The applied selling benefits of this course enables sales executives to confidently facilitate a potential customer's "Wireless Planning Session" to help the customer determine the best solution for wirelessly enabling their business and planning their wireless strategy to achieve their desired ROI. It also provides practice developing Mobility Solution value propositions, preparing customer sales presentations and presenting mobility solutions to the client.



Course Outline

Introduction

Chapter 1 – Wireless and Mobility Fundamentals for Wireline Sales Executives

Chapter 2 – Wireless and Mobility Network Technologies and Devices

Chapter 3 – Mobility Solutions Portfolio – A Layered Approach

Chapter 4 – Selling Mobility Solutions – Devices, Services and Applications

Chapter 5 – Facilitating a Customer Wireless Planning Session

Chapter 6 – Customer Selling Scenario

Course Content

Introduction

Chapter 1 - Wireless and Mobility Fundamentals for Wireline Sales Executives

This chapter is an introduction to the world of wireless and mobility for wireline sales executives. It is designed to teach both a high-level and broad understanding of 's mobility services by illustrating how these services lower cost, increase productivity, and improve the ROI of customer mobile communications. This chapter also covers how to use these services to enable enterprises to connect and convert their existing LOB (Line-of-Business) network and applications into mobile LOB (Line-of-Business) networks and applications.

Chapter Objectives:

- After completing this chapter you will be able to:
 - Explain the current wireless and mobility market, the technology and where it is headed.
 - Define wireless and mobility business applications and their relevant solution components,
 - Discuss how enterprises are connecting and converting their existing LOB (Line-of-Business) Applications into mobile LoB (Line of Business) Applications

Chapter 2 – Wireless and Mobility Network Technologies and Devices

This chapter covers the working fundamentals of wireless network technologies from the backbone to the access to customer premises equipment and finally to wireless devices and how they are deployed in Service Provider networks.

Chapter Objectives:

- After completing this chapter you will be able to:
 - Examine the primary wireless network technologies deployed from the backbone to the wireless access such as; EDGE for GSM Networks, EVDO for CDMA Networks, HSDPA for UMTS Networks, WiFi for Local Area Networks and WiMAX alternative to wired broadband access.
 - Summarize the primary devices of a wireless network which includes; wireless routers, wireless antenna, wireless access points, wireless network adapters and mobile wireless end points such as; Blackberries, Laptops, Tablet PCs and 3G iPhones.
 - Explain upcoming technologies such as LTE Advanced and how they offer a competitive differentiator.

Chapter 3 – Mobility Solutions Portfolio – A Layered Approach

This chapter provides an overview of typical Mobility Solutions using Spohn's 6-Layered Mobility Deployment Model as follows:

1. Infrastructure and Technology
2. Network Services
3. Devices and Platforms
4. Customer Services
5. Applications
6. Solutions



Chapter Objectives:

After completing this chapter you will be able to discuss the features and functions of each layer of the Spohn Mobility Deployment model as follows:

- **Layer 1 – Infrastructure and Technology**
 - 3G Technology using HSDPA/UMTS technology
 - GSM Technology using GPRS, EDGE, UMTS & HSDPA Levels of Service
 - WiFi Technology for Local Area Networks
 - WiMAX Technology for wireless broadband access
- **Layer 2 – Network Services**
 - Laptop Connect Services

- Wireless VPN Services
- Security and Business Continuity Options
- Flexible IP Addressing Options
- **Layer 3 – Devices and Platforms**
 - Router W/WiFi access
 - Blackberry Handhelds
 - Windows Mobile Smartphones
 - Palm Centro
 - iPhone 3G for Business
 - Integrated Laptops
 - Laptop Connect Cards
 - Tethered Handsets
- **Layer 4 – Customer Services**
 - Push-to-Talk
 - E-mail
 - Messaging
 - Blackberry Solutions
 - Good Mobile Messaging
 - Xpress Mail
 - Microsoft Direct Push Wireless Email
 - Enterprise Paging
- **Layer 5 – Applications**
 - AIRTIME for Professionals
 - Documents to Go
 - Salesforce Mobile
 - Flofinity Forms
 - Navigator
 - CellTrack
 - MediMobile
 - TeleNav Track
 - PortNexus Associate
 - Win-Hand
 - Handheld Contact
 - Cortado
 - Mobile Dashboard
 - Xora GPS TimeTrack
 - WebTech Quadrant System
 - ActiSales MobileSales
 - SkyMail
 - Wireless Scheduling
- **Layer 6 – Industry Mobility Solutions**
 - Vertical Industry Solutions
 - Cross-Industry Solutions
 - Specific Industry Solutions
 - Location-based Services
 - Specific Industry Solutions

Chapter 4 – Selling Mobility Solutions – Devices, Services and Applications

This chapter teaches the sales executive to sell the entire Mobility Portfolio in terms of identifying the customer needs, presenting business and technical benefits (WIFM to customer), and positioning the solutions sale.

Chapter Objectives:

- After completing this chapter you will be able to:
 - Research and target customers considering mobility solutions
 - Position at the Executive Level

- Articulate appropriate Mobility Solution value statements
- Probe for Customer Interests/Needs
- Qualify the Customer
- Qualify specific Mobility Solutions
- Articulate appropriate value propositions
- Gain commitment
- Handle objections

Chapter 5 – Facilitating a Customer Wireless Planning Session

This chapter enables you to confidently facilitate a potential customer's "Wireless Planning Session" to help the customer determine the best solutions for wirelessly enabling their business and planning their wireless strategy to achieve their desired ROI.

- Teams analyze a customer scenario and practice the following:
 - Assess a complex business situation which requires a mobility solution.
 - Develop an Introductory Letter which invites the customer to attend a "Wireless Planning Session"
 - Develop and present to the class and the instructor your facilitation plan for the customer's "Wireless Planning Session" which outlines the following for the customer:
 - Overview of current technology and where it is headed.
 - Key business concepts and the benefits of mobility and wireless solutions.
 - Discussion to analyze customer's current strategies.
 - Prioritize the customer's wireless and mobility solution initiatives.
 - Develop a framework for maximizing their return on investment.

Chapter 6 – Customer Selling Scenario

This chapter helps you practice developing your Wireless and Mobility Solution value proposition, preparing your customer presentation and presenting your mobility solution to your client.

- Teams take the results of their "Wireless Planning Session" where they identified technology and mobility concerns, current business needs and wireless and mobility initiatives and:
 - Design a wireless and mobility solution
 - Prepare a customer presentation.
 - Present their recommended mobility solution to the class and instructor.

