

Spohn Training Overview

Experts in Telecom Technology, Sales & Security
Awareness 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 IT infrastructures.

We include courses in Data Network Design, Next Generation Networks and Information 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 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, Inc. offers instructor-led on-site and e-learning courses focusing on your technology and product offerings as well as selling skills that enable the student and their Manager/Coach to demonstrate value for a business owner, principle or C-level decision maker to help close complex enterprise sales. Each instructor-led course is delivered by dynamic trainer/consultants who practice what they teach, can impart their knowledge in a passionate and dynamic way, and can provide direct feedback and one-on-one C-level personal interaction.

Telecom Technical, IT & Security Training

Our Technology Curriculum provides design concepts for Telecom Sales or Consulting Executives in designing IT infrastructures from the Applications to Customer Premises Equipment to the Local Area Network to the Wide Area Network.

- [Data Network Design](#)
- [Next Generation Networks](#)
- [Data Networking – Blended Learning](#)
- [Fiber-To-The-X Technical Sales/Consultant Training](#)
- [LTE-SAE Technical Sales/Consultant Training](#)
- [Wireless Technology From 1G to 3G](#)
- [Cloud Services Essentials](#)
- [Security Awareness Part 1 and Part 2](#)
- [Security Awareness for PCI-DSS](#) - e-Learning Course
- [Security Awareness for HIPAA-HIP](#) - e-Learning Course

Sales, Coaching & Negotiating Training

Our Spohn Applied-Selling Methodology and Sales Curriculum incorporates the latest sales techniques within Customer Care, Inbound, Outbound and Direct sales such as; solution selling, value selling, providing business benefits and incorporating an Applied Sales methodology that takes practice to the practical level.

- [SA-S – Sales Methodology](#)
- [SA-S – Indirect Selling – Telecommunications](#)
- [SA-S – Indirect Selling – Channel Management](#)
- [SA-S – Transactional Selling – CC/IB/OB](#)
- [SA-S – Advanced Transactional Selling](#)
- [SA-S – Acquisition Sales/Direct Sales](#)
- [SA-S – Value Selling](#)
- [SA-S – Vision Selling](#)
- [SA-S – Vision Selling – CEO Perspectives](#)
- [Sales/Product Authorization](#)
- [Acquisition Strategies & Tactics](#)
- [Coaching for Results](#)
- [Negotiating for Advantage & Managing Conflict](#)
- [Business Acumen for the Sales Professional](#)
- [Territory/Channel Management & Marketing Workshon](#)

Customers

