Telecoms & Tech Academy

SCHOOL OF TELECOMS & TECH BUSINESS

ADVANCED SELLING TECHNIQUES FOR COMPLEX DIGITAL AND ENTERPRISE SOLUTIONS

Format:
Classroom

Duration:
4 Days

KNect365 Learning
an informa business

COURSE SUMMARY

HIGHLIGHTS

- **Excel at B2B solution selling — designing and finding solutions for enterprise customers' complex needs**
- **Improve questioning types and techniques, driving insightful, comprehensive discovery across different domains of the customer's situation**
- **Leverage a successful commitment into future business by up-selling and cross-selling technical and digital solutions**
- **Highly interactive and participative with a unique team-based business simulation and role-play running throughout the programme to provide a focus for consolidation and to apply the learning specifically to the business**

COURSE SUMMARY

The Enterprise Selling landscape has evolved drastically in the past few years. Driven by changing industry dynamics and a reality check in terms of financial performance and KPIs, all major telcos are now undergoing rapid transformation of their enterprise selling strategies and methods.

In order to improve profitability and to take advantage of opportunities such as Digital Services, the Internet of Things, Unified Communications and Virtualisation, the transformation of enterprise selling from "moving boxes" to Telco to full Digital Communications Service Provider and Trusted Partner or Advisor is not optional.

This advanced course rapidly builds the key competencies that enable sales professionals and business development specialists to develop a systematic approach to selling technical, digital and ICT solutions, and excel at designing and finding solutions for customers' complex business needs.

The course will teach practical methods to create a powerful business case that will motivate both technical and non-technical decision makers.

Participants will develop a comprehensive action plan that can be successfully implemented in their business to create and ingrain successful thinking attitudes, specific and unique to each individual, resulting in a compelling, rewarding environment with better sales systems and referral sources, and reduced frustration and disorganisation.

Participants will also develop and refine an enterprise sales development process and account plan customised to their role and aligned to best practice within the company and the Telecoms industry.

PROGRAMME FORMAT

This programme is very interactive in nature and structured around a series of simulations, presentations and discussion forums. It has been designed to deliver a good balance of knowledge and skills transfer, networking, creative thinking, and strategic business analysis.
Our results-oriented methodologies include organizational alignment and accountability. All interventions are hands-on working sessions designed to create not theory, but practical, business building plans and skills.

DELIVERY OPTIONS

We can customise your company-specific programme to incorporate or focus on a range of topic areas. Throughout the process you will be guided by our experienced training developers, who will ensure that we produce and deliver a course th

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OUTCOMMES AND COMPETENCEY DEVELOPMENT

PARTICIPANTS WILL DEVELOP OR BE ABLE TO:

- Ask powerful questions that get technology buyers to divulge important business information and create a powerful business case that will motivate both technical and non-technical decision-makers
- Contribute, explain and apply concepts of customer-focused selling for complex technology solutions
- Ask effective questions to better understand client needs better, and sell technical and enterprise solutions
- Control the sale and lead a customer to becoming a buyer using return on investment
- Recognise the importance of speaking in plain language to customers
- Convert customers' motivations into product characteristics and benefits
- Understand the motivations of the customer in order to deliver a solution-orientated product/ service
- Utilise the importance of value adds within your proposal and demonstrations
- Implement methods of up-selling and cross-selling your product/service
- Review what is offered by your competition and develop a comprehensive strategy to overcome this
- Develop a systemised and consistent follow-up and support process to develop more customers, repeat and referral business

CASE STUDIES & ROLEPLAYS

The learning in the classroom will be further enhanced by individual and team based simulations using case studies and roleplays specifically linked to the challenges of the business. Each case study is carefully tailored to the learning outcomes most relevant to the business.

ACTION LEARNING PROJECT

The action learning project is a valuable consolidation tool that ensures the learning is APPLIED to the participants own role and organisational context. It comprises a post course case study designed to maximise learning and implement key actions identified from the classroom training.

Participants are required to research a case study and submit a client proposal containing a multi dimensional solution which will be graded by the course facilitator to assess the assimilation of the training course knowledge.

POST-PROGRAMME IMPLEMENTATION PLAN

During the training participants will build a customized Post-Programme Implementation Plan.

This document is designed to encourage participants to reflect on the knowledge gained during the programme, and to find ways of applying the concepts to their own workplace. Delegates are asked to make notes on ways to improve strategic effectiveness in their own functional area, such as:
 New ideas to increase sales and ROI

- What to eliminate to improve sales strategy
- The contribution of those ideas to short- and long-term organisational value
- The associated KPIs
- Implementation requirements

Throughout the programme, participants will build a system that will be easily understood and consistently implemented by their team. The priorities, accountabilities, allocation of resources and action plans provide all levels of staff with a clear track to follow. To ensure success.

WHO SHOULD ATTEND?

This programme has been designed to enable mid-level to senior sales staff, future managers and specialists in telecommunications and related industries to develop and implement long-term sales strategies to deliver future business value to organisations and their stakeholders.

Delegate job titles include:

- Enterprise Sales Consultants
- Key Account Managers
- Technical Consultants
- Solutions Architects
- Heads of Departments
- Sales Managers
- Sales Directors

COURSE CONTENTS

TECH MADE SIMPLE - UNDERSTANDING TELECOMS AND ICT SOLUTIONS

Delivered as an online pre-recorded module this session will empower candidates with and understanding of the latest technology solutions. The module brings together a deeper understanding of the products, with "what it means" for the Customer. Attention is focused squarely on the solution and product, fully highlighting and analysis the user experience and service proposition, and stepping through (amongst other elements), the specific customer benefits:

- Enterprise LAN: wired and wireless
- IP telephony
- UC and Collaboration
- IoT, M2M and smart home
- Advertising and big data
- Smart environments
- Digital transformations in industry
- Cloud services
- Security and trust
- Managed Services

UNDERSTANDING THE MODERN CUSTOMER

This module brings together a deeper understanding of the products, with "what it means" for the Customer and how to use that advantage to become a trusted advisor or partner.

- A new look at logic, emotion, and decision-making
- How people reach buy-in with client specific examples
- Why use consultative selling skills
- Qualifying the buying process and the potential for doing business
- Clarifying needs, problems and opportunities in-depth
- Establishing the criteria for a valid solution

BECOMING THE TRUSTED ADVISOR - ADVANCED COMMUNICATION SKILLS

- Understand how customers buy and develop a sales process to buying decisions
- Recognise customers buyer beliefs about selling enterprise solutions , and develop techniques in how to overcome these challenges
- Demonstrate how to listen effectively and to ask questions to uncover customer needs and opportunities
- Introduce services as benefits and match them to customers needs and develop listening skills with the intention to truly understand customer challenges

DIAGNOSING NEEDS

- Influence the sales process by accommodating each individual client's 'Needs, Values & Motivations'
- Convert customers motivations into product solution characteristics
- Understand the motivations of the customer to deliver a solution-orientated product/service
- Implement methods of up-selling and cross-selling your product/solution with effective needs diagnosis

MANAGING THE ENTERPRISE SALES PROCESS

Participants develop the best practice enterprise selling model including how to manage your deals effectively; setting goals and objectives in your sales process; what FAB's, USP's and UPB's are and how to use them to manage the customers perceived value.
Understand how customers buy and develop a sales process to buying decisions

- Recognise customers buyer beliefs about complex technical solutions , and develop techniques in how to overcome these challenges
- Create a great first impression and professional opening to a sales conversation including elevator pitch
- Demonstrate how to build rapport with a customer to cement a trusting relationship
- Demonstrate how to listen effectively and to ask questions to uncover customer needs and opportunities and introduce services as benefits and match them to customers needs
- Acquire successful strategies for handling customer concerns and uncovering deeper needs and opportunities
- Understanding the importance of setting goals and targets in your sales process
- Develop the ability to manage your deals from leads to conversion using a strategic account plan.

ARTICULATING THE CUSTOMER VALUE PROPOSITION

Attention is focused squarely on the solution and product, fully highlighting and analysis the user experience and service proposition, and stepping through (amongst other elements), the specific customer benefits, usage cases, identified ROI, likely objections, responses, and any alternatives.

- Convert customers motivations into product characteristics using the CVP
- Understand the motivations of the customer to deliver a solution-orientated product/service
- Utilize the importance of value adds within your proposal and demo
- Implement methods of up-selling and cross- selling using perceived value
- Master your product/service to deliver customer-need orientated demo's
- Implement effective trail-close techniques to convert more sales

COURSE CONTENTS

ANSWERING OBJECTIONS, MANAGING RESISTANCE OR RELUCTANCE

- Trusted tools and tactics for handling objections and closing
- Using leadership skills in high risk, high resistance situations
- Overcoming objections using consultative interview techniques
- Types of objections and techniques for addressing those objections
- How to properly manage your clients using trial closing versus final closing
- Follow-up strategies & dealing with common objections
- Review your competition and develop a penetration strategy to overcome these features as part of managing possible objections

CLOSE MORE DEALS FASTER - STRATEGIC NEGOTIATION SKILLS

- Understanding the sales negotiation process from both perspectives—yours and the customer's
- Differentiating between selling, closing and negotiating
- Gain a better understanding of different negotiation and decision-making strategies
- Learn to recognize the most common manipulative tactics used by difficult people
- Identify current 'interpersonal' communication style & establish strategies for effective negotiations skills
- Develop listening skills with the intention to truly understand customer challenges
- Influence the sales process by accommodating each individual client's 'Needs, Values & Motivations'
- Apply a strategic questioning method, to uncover the client's current areas of challenge & ideal outcomes
- Present valid solutions with purpose, relating directly to the buyers needs
- Manage and successfully convert resistance & objections
- Redirect counterproductive behaviours to maintain a consultative approach
- Develop your own personal negotiation style and how to play to your strengths.
- Utilize planning tools that enable success in both planned and spontaneous negotiations
- Developing stronger client relationships through win-win negotiations
- Applying strategies to favourably influence the clients negotiating styles favourably
- Creating a motivational climate for your client to buy into your solution.

PRESENTING AT CXO LEVEL

Selling at an executive level requires an understanding of their unique set of business values, and the ability to gain access at that level. This module teaches you how to reach, relate to, sell to, and build business relationships with the CEO, CFO, COO, and other senior executives including presentation skills to engage them using their language, create business cases to justify the investment in your solutions, and build executive relationships you can leverage . Topics include:

- Engaging Customers at the Executive Level
- Speaking the Language of the Senior Executive
- Linking Your Solutions to Executive-Level Goals
- Earning Access to the Executive Level
- Approaching the Executive Level Directly
- Presenting to the Executive Level
- Closing Business at the Executive Level

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms &Tech Business
Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies
Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Leaning
Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of industry experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNect 365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate, an UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry -led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited postgraduate level, with our extensive suite of Distance Learning at undergraduate level.

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre- and post-course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.

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