

The Informa Certified Telecoms Sales Professional Boot Camp

Format: Classroom ; CDJ
Duration: 5 Days

Course Highlights

- Excel at solution selling — designing and finding solutions for customers' complex business needs;
- Shorten the sales cycle and close more business at higher margins;
- Develop and grow long-term relationships with customers;
- Discuss how to raise the customer's perception of the value of all the different elements of your offering
- Leverage a successful commitment into future business by upselling and cross selling technical and digital solutions.
- Identify and capture the attention of the highest-quality prospects;
- Quantify and monetize all of the benefits of enhanced efficiency;
- Understand how people in different segments and decision-making roles view and value compelling return on investment;
- Create compelling value proposals and supporting business cases that are concise and compelling
- Create a powerful process to help you evaluate your sales pipeline in the context of your own organisation and develop tools you can use to automate the process including coaching and peer mentorship.
- 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.
- Programme presented as part of the School of Telecoms Management, with over 7000 managers trained.
- PACE-enabled training to maximise both competency development and confidence - with specific elements of Preparation, Application, Consolidation and Experience.



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Curriculum Overview

As a telecoms sales professional you've worked hard to develop world-class expertise in your field. Mastering the art and science of effective selling requires many diverse skills—skills that, when mastered, can transform the challenging task of business development into something profoundly satisfying. The Telecoms Academy Sales Boot Camp is here to move you forward quickly, so you can inspire and engage others, and motivate yourself and your team to achieve great things.

The 5-day boot camp will focus on YOUR selling skills and challenge you to develop, improve your concept and create a clear road map for execution. At the end of the programme you will know exactly what you are going to do, how you are going to do it and who can help you to make it happen with a new network of contacts to help you overcome the challenges that lie ahead.

Participants will assess and analyse the telecoms business environment, learn to define the scope of business problems, capture client requirements, design high-value solution approaches, and ensure that the defined scope meets the customer's needs, goals, objectives, and expectations.

The programme provides PACE-enabled training to maximise both competency development and confidence with specific elements that boost Preparation, Application, Consolidation and the overall Experience / Engagement. Participants will develop and refine a sale development process customised to their role and aligned to best practice within the company and the Telecoms Industry.

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:

- Sales Executives and Consultants
- Heads of Departments
- Sales Managers
- Sales Directors
- Pre-Sales Staff
- Contract Negotiators
- Sales Support Staff

Post-Programme Implementation Plan

This document is designed to encourage individual 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
- Things that should be stopped as they are detrimental to sales strategy
- The contribution of those ideas to short- and long-term organisational value
- The associated KPIs
- Implementation requirements

As this programme is rolled out, participants will build a system that is 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 run on to deliver consistent and improved sales results.



Outcomes and Competency Development

By the end of the programme, you will be able to:

- Increase productivity, aggressively grow your margins and reduce discounting
- Forecast with greater accuracy
- Accelerate your closing rates
- Implement integrated processes & tools.
- Embrace the latest tools, techniques and industry best practice
- Identify customer needs and link them to your product benefits
- Excel at solution selling — designing and finding solutions for customers' complex business needs
- Leverage a successful commitment into future business by upselling and cross selling technical and digital solutions.
- Nurture relationships and become a preferred supplier.
- Master sales psychology module to understand your customer's personality type
- Build more rewarding relationships, referrals and repeat business
- Master effective questioning and listening skills.
- Develop presentation and demonstration skills for complex technology solutions.
- Build effective negotiating and closing skills
- Discuss how to raise the customer's perception of the value of all the different elements of your offering
- Create a powerful process to help you evaluate your sales pipeline in the context of your own organization, and develop tools you can use to automate the process including coaching and peer mentorship

Programme Format

This programme is very interactive in nature and structured around a series of 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 methodologies include organizational alignment, accountability, and being results orientated is stressed in each session. All interventions are hands-on working sessions designed to create not theory, but practical, business building plans and skills.

PACE Enabled Training



The key to effective learning is how the competencies (knowledge, skills and confidence) are developed, and in particular, how they are **applied**, both within the training, and then more importantly in the work place. Our programmes are designed around this belief using the principle of PACE – Preparation, Application, Consolidation, Experience. For this course, specific PACE features include:

P

Preparation

- Pre course learning module to ensure participants maximise the competency development presented by the extended training programme
- Access to tutors via the Virtual Classroom to answer questions and expand on the preparation module
- Pre-course test used to motivate and set expectations

A

Application

- Concepts and ideas instantly applied to real-life telecommunications business scenarios using the unique Business Simulation that runs throughout the modules
- Finance and Leadership / Management exercises used to test complex ideas and apply concepts during the programme
- Competency Development Journal used to extensively apply knowledge and concepts specifically to the participants' own context

C

Consolidation

- Full access to the Telecoms Virtual Campus
 - Post-course consolidation tutorials and videos
 - Ongoing Technology and Business Analysis
 - Technology White Papers and other resources
- Post-course tutor support available via Virtual Classroom
- Competency Development Journal includes a range of consolidation tasks (applied to participants' own context)

E

Experience / Engagement

- Team-base Business Simulation with final presentations focuses competency development, motivates, and ensures a high level of engagement throughout
- Individual tasks within the Competency Development Journal builds and applies individual competencies within participants' own context—maximising relevance
- Highly interactive delivery style with very experienced trainers / programme directors



The Curriculum Content

The development of this bootcamp reviewed three key critical areas, to better develop and build a multi-functional Sales Executive to be resourceful in acquiring their leads, motivating themselves and generating more profits. These are broken down as follows:

Sales Process Alignment – Without a thorough understanding of the sales process that enables sales consultants to align with buyers and close business, it is not possible to determine the types of competencies required for successful selling. As a result, most training initiatives omit critical training requirements completely. In addition, a sales process map also provides insight into sales tools and templates that provide the most impact for successful selling

Objective Assessment and Measurement – Sales organizations need defined models for evaluating the knowledge and skills of sales professionals and managers. Without objective assessment and measurement, it is impossible to determine where gaps exist and how training investments impact the skills and abilities of the sales organisation.

Comprehensive Learning Curriculum– Many sales training initiatives focus on a single aspect of selling, such as opportunity management or closing, and do not address many other important competencies.

The Sales Bootcamp contents comprehensively span all sales planning, execution, and management disciplines. As participants acquire core selling competencies, they will have access to advanced modules that lead to mastery in telecom selling skills, such as negotiation, selling to high executives, value selling, and selling complex digital products and services.

Certification

On successful completion of the Telecoms Academy Sales Bootcamp where participants combine industry best practice with proven mental conditioning and behavioural training to create the habits and lasting changes to be the best in the industry, including practical and knowledge assessments, participants may use the designation of the “Informa Certified Selling Professional.”



“Informa Certified Selling Professional”

“Informa Certified Selling Professionals” are identified as highly competent professionals who have demonstrated and met the standards for experience, knowledge, attitude and skills. This will improve your career growth opportunities, advancement, and earning potential.

Module 1: Introduction

- How success is defined in sales
- What to expect from This program
- Personal objectives and commitments to learning and follow-up
- Can't-miss methods, tools and techniques to maximise sales
- Roles and responsibilities of a sales professional
- Sales culture and terminology

Module 2: The Game Plan

- Importance of setting goals and objectives
- Preparation and execution of goals, objectives, priorities and daily activities
- Essential factors when setting goals: “The Rule of 10”
- Time allocation assessment
- Prioritize the use of your time
- Getting things done that matter



The Curriculum Content

Module 3: Sales planning and prospecting

- Analyze your situation
- Account and prospect segmentation and prioritization
- Call frequency analysis

Module 4: The sales process

- Seven critical steps of the sales process:
- Greeting and introduction
- Needs assessment
- Sales presentation
- Validation
- Negotiation
- Close
- Post-sales activities

Module 5: Time and territory management

- Effective time and territory management strategies
- Target account planning
- Proactive versus reactive activities

Module 6: Gain perspective from the customer's point of view

- How and why a buyer buys
- Five pivotal steps of the buyer's process:
- Initial interest
- Education
- Transfer of ownership
- Rationalisation
- Decide

Module 7: Prospecting and preparation prior to the initial call

- Building a prospecting foundation
- The prospect dashboard basics
- Planning with the prospect dashboard
- Indispensable keys to prospecting success
- Pre-qualification of accounts through a prospect profile
- Prospecting sources and methods
- A cure for call reluctance

Module 8: Understanding and influencing buyer behavior

- The four dimensions of behavior
- Determining the styles of others
- Red flag limitations when people are under stress
- Face-to-face selling strategies
- Action plan for improving personal effectiveness

Module 9: Listening and questioning

- The value of active listening
- The use of encouragers and restatement
- Master the art of sales psychology to find out how the customers thinks and feels

Module 10: Managing your pipeline

- What is a sales pipeline?
- The stages from prospect to customer
- How to determine prospects

Module 11: Qualification

- Crucial questions to ask in the qualification process
- Identifying the decision maker, price sensitivity and timelines
- Understanding the prospect's purchasing behavior and motivations
- Determining your prospect's needs and positioning your product/service as a competitive advantage

Module 12: Managing the value selling process

- Getting appointments that lead to more sales calls
- Pre-call planning to make every sales call count
- Opening a successful sales call
- Getting your buyer involved in the sales process
- The prospect's decision to buy
- Developing value through strategic discovery
- Powerful presentations that build value
- Dealing professionally with objections
- Closing like a pro



The Curriculum Content

Module 13: Handling objections and closing skills

- Trusted tools and tactics for handling objections and closing
- Types of objections
- Four techniques for addressing objections
- Trial closing versus final closing
- “The prep” - meeting strategy/set-up, proper style and tools for making the pitch
- How to "read the room"; how to "own the room"
- “The pitch” - absolute do’s & don’ts
- How to properly manage your clients
- Follow-up strategies & dealing with common objections
- Special deals; closing the deal
- Final pitch run-throughs

Module 14: Delivering presentations that sell

- Features and benefits matched to customer need
- Outlining your USP
- The burning question every Customer wants answered

Module 15: Following Up:

- Thank you notes
- Resolving customer service issues
- Staying in touch and being top of mind with your customer

Module 16: Strategic negotiating skills

- Understanding the sales negotiation process from both perspectives—yours and the customer's
- Differentiating between selling and negotiating
- Using powerful sales negotiating/planning tools
- Addressing aggressive buyer demands face-to-face
- Developing stronger client relationships through win-win negotiations
- Applying strategies to favorably influence the four negotiating styles favourably
- Creating a motivational climate for your buyer





The Curriculum Content - Post Course Follow Up & Implementation Tools

The Curriculum - Post Course Follow Up and Implementation Tools

Over and above the comprehensive training programme, additional support tools are provided to assist the participants to implement their learning in the work place. These programmes provide tools for implementation by participants, coaching by managers and peer mentorship using mastermind support groups to ensure continuity and implementation between training interventions. These support tools include:

The Competency Development Journal

The competency development journal is a valuable consolidation tool that ensures the learning is APPLIED to the participants own role and organisational context. It comprises a series of short online modules and competency development tasks designed to maximise learning and implement key actions identified from the classroom training.

The “Mastermind” Peer Mentorship Tool

We will assist your team to establish structured Mastermind Groups where team members of various levels use a structured process to raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty and respect.

The peer mentorship tool provides the opportunity for peers to give feedback, help brainstorm new possibilities and set up accountability structures that keep everyone focused and on track. The Mastermind Teams will create a community of supportive colleagues who will brainstorm together to move each other to new heights.

Post Course Coaching Toolkit

Structured template driven coaching interventions linked to each training module will enable supervisors and managers to effectively coach, train, and further develop their team members effectively. The coaching toolkit will create skillful leaders who use their ability to listen, reason, ask penetrating questions, and bring out the best in their employees.

The Coaching Toolkit will assist in:

- Identifying the delegates core challenges or areas of improvement.
- Linking these areas of improvement back to ideas or techniques in the classroom training.
- Jointly brainstorming options to improve the delegates knowledge, skills and abilities in these areas of improvement.
- Creating measurable goals, actions and deadlines for implementation.
- Identifying people and resources who will assist in accomplishing their goals and objectives .
- Identifying constraints and brain storming ways to overcome these challenges.

Learning Toolkit

Learning tools in the participants toolkit include role-plays, case studies, debates, team exercises, fish bowl discussions and toolkits including e-books and book and audio summaries.

Business Development Toolkit

The Business Development Toolkit will ensure rapid return on investment by ensuring each team members accountability to turn theory not only into practice but into consistent systems and productivity. The tools include:

- Audio and print book summaries of the top sales, marketing and leadership books
- One Page Action Plan – linking company vision and values to individual actions and accountability
- Daily Planning Tool – improved personal time management, planning and team management
- Personal Dashboard Tool– linking performance targets to a highly visual one page report to ensure delivery and application is always top of mind.

These personal accountability tools will develop team members in both personal and professional areas of their life and ensure consistent application of theory and rapid results that simply cannot be achieved with stand-alone training.



Delivery Options

We can customise your company-specific programme to incorporate or focus on a range of LTE topic areas. Throughout the process you will be guided by our experienced training developers, who will ensure that we produce and deliver a course that exactly matches your needs. We would be happy to tailor the programme to by using a number of delivery options:

- **Public Scheduled Training** – Join the many public programmes around the world, as a standalone course or alongside an Informa conference
- **Company-Specific Training** - Take a course off the shelf or work with us to produce a customised programme to meet the exact needs of your business and employees.
- **Distance Learning** – Study at your own pace with our range of fully supported distance learning programmes
- **Virtual Classroom** – Get the benefits of high quality, interactive instructor led training online without the associated travel costs
- **Blended Training** — Gives you the freedom to build programmes that are engaging, interactive and keep participants motivated and progressing

Other Courses to Consider

We offer a full range of technology and business courses that are used extensively within the Industry.

Our Advanced Telecoms Management Series comprise:

- Telecoms Mini MBA,
- Advanced Business Diplomas:
 - Effective Telecoms Strategies
 - Customer Focus in Telecoms
 - LTE Focus

Our distance learning programmes include the Diploma in Telecoms Business & Diploma in Modern Telecoms. We also offer a full customisation service.

For full listings, visit our website, or give us a call using the details below.

Further Details



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Our Faculty Structure

Our training programmes are delivered worldwide as part of the training and development plans of many large operators, vendors, and service providers.

To ensure we fully meet the training needs of the industry, we have split our portfolio into specific faculties that reflect the required competencies:

- **Faculty of Telecoms Business** – Business training is tailored to the telecoms industry and range from the intensive 5-day Telecoms Mini MBA programme to specialist leadership and marketing training.
- **Faculty of Technology and Engineering** – Covering a multitude of technologies these courses range from overviews aimed at non-technical staff to in-depth engineering training.
- **Distance Learning** – Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand your knowledge.
- **School of LTE & Advanced Communications** — Brings together the very latest technologies in a single integrated training structure

University Accreditation



Some of our programmes have been accredited by, and are offered in partnership with the University of Derby Corporate; a 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 (ATMS) have been accredited at Level 7 (Post-Graduate), with our extensive suite of Distance Learning at Level 4 (Undergraduate Level).

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.