



Selling to Telecoms Accounts



WHY TELECOMS SECTOR?

It's a real challenge to sell in the Telecommunications sector. Change is so rapid that Sales Professionals must constantly tune their performances, understanding the dynamics of how and why Telecoms businesses buy and ensure they are skilled in the selling process across their accounts.

OUR PROMISE

At LearningTalk we believe that the most effective method of personal development is achieved through :

- Learning the techniques
- Applying these in real life

Because we know this approach really works, for six months following the course, we offer every participant a **free** follow up consulting service to help them apply what they learned in real selling situations, and to use their new skills to boost productivity, sales and profit.



WHO SHOULD ATTEND?

This intensive three day course is tailored specifically for sales professionals selling into the telecommunications sector. A great deal of learning will be leveraged from the shared experience of the group

Attendance is restricted to professionals already selling in the sector. Attendees will critically review their current performance and produce action plans and account development plans.

Selling to Major Accounts - Course Outline



Course Pre-Work

- Customer Evaluations
- On-line Psychometric Test
- Pre-course case study
- Pre-course readings

Day 2

The Sales Roadmap - opening
Establish and re-establish need
Confirming pain
Developing creative solutions
Presenting The solution
Winning an order

Day 1

Review the "Sales Cycle"
Understand the Telecoms sector
The "Telecoms Account"
Personality and Buyer Behaviour
Exercise and Workshop

Day 3

Finance for professional sales
Jargon for Telecoms Sales
Bidding Tendering and Negotiating
CRM – from customer to client
Professional Self Management
Personal Action Plan



**Courses 2005 April 13th -15th
September 28th – 30th**

**Venue : Dublin
Dublin**



COURSE DIRECTOR

Gerry Harvey MBA, B.Eng Tech Dip Mech Eng, AMIEI MIMI

Gerry has over 20 years experience of international major account selling. He has been selling into the global telecoms sector for more than 10 years.

Having personally built and managed sales teams across the world he has also successfully negotiated large telecoms contracts.

Gerry runs the course in a highly interactive manner. The course delivers a set of real-life practical techniques to equip participants with proven tools for successful selling in this sector.

Read what some of our attendees on other courses thought:

Thorough, comprehensive yet presented in a way that makes it seem obvious. I have already seen the results for myself. I will definitely follow up with further courses.

John Maher - DELL

We packed a huge amount into three days of presentations, workshops & discussions. The follow up after the course is fantastic. I feel as if the people at LearningTalk actually want me to continue to succeed.

Jim Clarke - YouCom.net

The LearningTalk Selling to Major Accounts course opened up new insights for me in the art of selling. Highly practical and useful approaches have already helped me close new business.

Helen - CITCO Bank

LearningTalk : **Training, Consultancy, e-Business, IT Audits**

At LearningTalk, our **Training** courses cover a range of management and self development topics Courses can be run publicly (hotel-based) or in-house at your premises, depending on requirements, and content or whole new courses can be tailored to specific requirements as needed. Please contact us any time to discuss options or courses you would like us to prepare and present to your staff.

- Selling Skills
- Managing People Through Change
- Project Management
- Team Building
- Developing the senior management team
- Marketing Your Business on the Internet !
- Small Business Computer Essentials
- Marketing in the technology sector

The **Business Consultancy Services** practice at LearningTalk focuses on strategic business development. From leadership coaching, clarifying business objectives, LearningTalk can help to realise change effectively. Your business can make best use of the resources available to deliver long term sustainable competitive advantage..

With extensive **eBusiness** expertise LearningTalk can deliver your business on the web. Create or refresh your website, turn it into a powerful and effective shop-window for your business.

Telephone us on 1890 200045, email sales@learningtalk.ie or click to www.learningtalk.ie