

New Courses!

TESSCO

Training & Certification



Knowledge keeps you competitive in the dynamic wireless marketplace. For wireless professionals at all levels, TESSCO's training courses keep you up-to-date on the latest technology and industry standards. Following are training programs currently offered by TESSCO:

Course Content:

Based on course curriculum, our skilled instructors can combine courses or tailor the module with topics, products or techniques important to your specific system requirements. Students receive a course manual and a certificate of completion.

Schedule & Locations:

TESSCO offers trainings at various locations, including Reno, Nevada, and Hunt Valley, Maryland. We can also offer classes at your site. Call 1-800-472-7373 or visit TESSCO.com/go/training for course locations and schedules.

Fees:

The cost of the course includes instruction, course material, lunch and refreshments. Travel and lodging expenses are not included.

Cancellation:

A full refund is given only when cancellations are received ten or more business days prior to the start date of the course. Later cancellations can send a substitute or attend an alternate class date.

RETAIL SELLING FOR THE WIRELESS INDUSTRY

<u>Selling Wireless Data Services</u>	T3
<u>Selling Broadband Solutions</u>	T4
<u>Selling 3G Broadband Wireless Services</u>	T5
<u>Selling Value in Wireless I and II</u>	T6
<u>Selling Value in Business-to-Business Sales</u>	T7
<u>Power Prospecting for Retail Sales</u>	T8
<u>Power Prospecting for Business-to-Business Sales Opportunities</u>	T9
<u>Customer Service Isn't a Department....It's You!™</u>	T10
<u>Transitioning the Business to Total Solution Provider</u>	T11
<u>Transitioning to Business Consultant</u>	T12
<u>Beat Your Best™... A Manager's Guide to Coaching Performance</u>	T13
<u>Profit Summit™</u>	T14

For more information on TESSCO training programs, call **1-800-472-7373** or visit TESSCO.com/go/training.



Overview of Courses in Retail Selling for the Wireless Industry

To learn more about these TESSCO training programs, see the pages indicated below, call 1-800-472-7373, or visit TESSCO.com/go/training for current course schedules, locations, and prices.



Selling Wireless Data Services, page T3

This course is perfect for new sales people or management, creating an understanding of and a value proposition for up-selling customers to additional wireless services.

Selling Broadband Solutions, page T4

This advanced course focuses on techniques to sell broadband solutions to business. It includes an overview of broadband applications in selected vertical markets and why customers prefer a solution versus a product approach.

Selling 3G Broadband Wireless Services, page T5

Participants in this course focus on effectively selling advanced wireless and 3G. They learn not only to explain data, but also to discuss potential applications and benefits.

Selling Value in Wireless I and II, page T6

To maximize productivity, all retail representatives who interact with customers on the phone or face to face learn the fundamentals of selling wireless solutions in today's highly competitive retail environment.

Selling Value in Business-to-Business Sales, page T7

This intensive workshop teaches a structured and repeatable sales process that emphasizes selling value, not product or price, when selling wireless solutions to businesses.

Power Prospecting for Retail Sales, page T8

This course focuses on key strategies and tactics a retail wireless business can use to generate leads and increase store traffic with more qualified prospects.

Power Prospecting for Business-to-Business Sales Opportunities, page T9

This workshop helps sales reps develop new business by targeting qualified prospects, leveraging existing customers, and prioritizing leads based on defined and measurable qualification criteria.

Customer Service Isn't a Department...It's You!™, page T10

Based on the concept of "kill them with service," this interactive session focuses on the attitudes and behaviors required to deliver outstanding service and WOW customers.

Transitioning the Business to Total Solution Provider, page T11

This intensive course focuses on how to transition a cellular or two-way business to a total solution provider. It builds upon best practices and proven selling techniques for broadband services.

Transitioning to Business Consultant, page T12

Designed for indirect channel sales reps and dealer managers, this workshop focuses on transitioning from an operational/service mind-set to a business consultant who partners with dealers to improve results.

Beat Your Best™...A Manager's Guide to Coaching Performance, page T13

This session, the newest version of a popular sales management training program, focuses on motivating individual and team performance to improve sales numbers in the key business areas that drive profitability.

Profit Summit™, page T14

This course teaches fundamental business management skills to the small-to-medium business owner or key management staff. Participants learn ten ways to improve their business operation and increase sales and margins.



Selling Wireless Data Services

One-Day Course



This is a perfect course for new salespeople or management staff. Many wireless sales representatives have a difficult time up-selling their customers into additional wireless data services beyond voice. This course helps create an understanding of and a value proposition for additional wireless services like text messaging and BREW applications, among others.

It provides in-depth and easy-to-understand information on how to sell basic and advanced wireless services. An overview of all key technologies and applications ranges from basic cellular voice services to advanced wireless data services. Several key applications are demonstrated and students get hands-on experience with applications such as BREW, e-mail, ringtones and text messaging.

Day 1 Classroom (8 hours)

Overview of Data Technologies

- What is data
- Using ones and zeros
- Bits and bytes
- Kilo, mega and giga

Overview of Wireless Data Service Offerings

- Text messaging
- BREW games
- BREW applications
- Ringtones
- JAVA/J2ME applications
- Two-way
- Internet access
- E-mail
- Pictures

Why Data is Important

- Stay competitive in the market
- Meet customer needs
- Increase sales with existing customers

Lab 1 – Connect Specific Applications to Jobs/People

Network/Equipment Overview

- CDMA, GSM, TDMA, EDGE, GPRS, 1xRTT
- How phone connects to the PSTN (voice)
- How phone connects to the Internet (data)
- Comparison to Wi-Fi and Bluetooth

Overview of Wireless Data Devices and Hardware

The Internet

- Basic www overview
- Speed vs. bandwidth
- Applications
- Security

Beyond Selling Features

- Focus on applications
- What is the benefit

Benefits of Data

- Save time
- Save money
- More efficient

Lab-2 – Current Customer Exercise

Target Customers

- Types of customers
- Who needs these services
- Why they want it
- Qualifying questions

Communication

- Questioning techniques
- Proper qualification

Overcoming/Avoiding Objections

Lab-3 – Sales Scenarios

The Future of Wireless Technology



Call 1-800-472-7373
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for course schedules,
locations, and prices.

Selling Broadband Solutions

One-Day Course **NEW!**

This advanced one-day, instructor-led workshop focuses on the skills and techniques needed to sell broadband solutions to business. It includes a comprehensive overview of broadband applications in selected vertical markets and examines why customers prefer a solution versus a product approach. Participants apply techniques and role play selling a broadband solution in a real world customer business simulation. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Wireless carriers' sales representatives
- Wireless resellers
- Business development sales staff
- Technicians with sales responsibility
- Sales representatives (inside and outside sales)
- Wireless resellers
- Sales managers
- Management staff

Day 1 Classroom (8 hours)

You Will Learn:

- Proven techniques for selling an integrated wireless solution with multiple products
- How to qualify and prioritize best prospects by understanding customer needs and applications
- A process for identifying typical broadband stakeholders and what they look for in buying broadband solutions
- The right probing questions to ask to determine "what's at stake"
- How to sell at the executive level
- How to link features and benefits into a solution that has lasting value
- How to make recommendations, demonstrate cost efficiencies, and position ROI
- Ways to eliminate resistance and overcome objections
- Effective closing techniques

Self-Study Kit for Selling Broadband Solutions Course

The Selling Broadband Solutions course is also available as a self-study kit. Building upon proven workshop concepts, this kit presents an easy-to-follow, step-by-step process for selling broadband solutions. It includes a comprehensive overview of broadband applications, information on selected vertical markets, and who the key influencers are in typical customer buying decisions. The kit provides tips and techniques for asking effective application questions, linking product solutions to customer needs and priorities, and how to sell at the executive level.

The kit includes structured electronic job aids and templates that can be used in the sales process: e.g., call planner, issues checklists, application matrix, and buyer stakeholder analysis.

Order TESSCO Part Number 482677



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Selling 3G Broadband Wireless Services

One-Day Course **NEW!**

The aggressive pace and cost of wireless data upgrades are putting immense pressure on sales representatives in the industry. Carriers want to see a rapid return on investment to help assess next steps in a competitive marketplace. A company's sales force must be able to not only explain data as a feature, but also discuss potential applications and benefits.

This course focuses on effectively selling advanced wireless and 3G broadband wireless services. Competing technologies, applications and available bandwidth are discussed so that a sales person can completely understand his or her competitors. Newer wireless applications and benefits are stressed so that the student can efficiently close sales.

TESSCO has designed this course for one basic reason: to sell more wireless data services and products!

Who Should Attend:

- Wireless carriers
- Wireless resellers
- Field engineers
- Retail and business sales staff
- Technicians
- Management staff

You Will Learn:

- How we got here
- Data in the wireless market
- Competitive 3G technologies
- Wireless data applications
- 3G broadband wireless services
- Potential 3G customers and service providers
- Selling applications and benefits
- Competitive sales landscape
- Sales practices
- Consultative selling
- Sales scenarios

Day 1 Classroom (8 hours)

Background

- 1G, 2G, 2.5G, 3G
- Analog vs. digital
- Transport methods
- Analog
- TDMA
- CDMA
- GSM/PCs
- iDEN
- Connections to PSTN
- Connections to Internet

Data in the Wireless Market

- Review of data fundamentals
- Switched networks
- Circuit switching
- Packet switching
- Advantages of packets
- Wireless packet technologies

Wireless Data Applications

- Personal
- Business
- Trends
- Avoiding objections

Service Providers

- Technologies
- Products

A Better Look at 3G Services

- Technology overview
- Features
- Applications
- Benefits
- Security
- Next steps

Lab 1 - Why would customer purchase?

Potential Customers

- Personal/retail
- Business
- Vertical markets
- Horizontal markets

Sales Practices

- Properly qualifying a customer
- Applications focus
- Benefit focus
- There is an application and benefit for everyone

Lab 2 - Sales Scenarios

- Practice sales techniques



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Selling Value in Wireless

Two Half-Day Courses **NEW!**

To maximize productivity on the sales floor, these two half-day, instructor-led workshops cover the fundamentals of selling wireless solutions in today's highly competitive retail environment. Sessions include in-store assignments and may be scheduled on different days. Both sessions are highly interactive with well-paced exercises and mini-role plays to practice real selling situations with customers. The sessions apply a six-step consultative sales process aimed at strengthening the communication and persuasion skills of all retail representatives who interact with customers on the phone or face to face.

Who Should Attend:

- Retail sales representatives
- Wireless resellers
- Retail store managers
- Retail customer service representatives

Selling Value in Wireless I

Half-Day Course

Day 1 Classroom (4 hours)

This course overviews the retail sales process with a focus on the front end of the sales interaction. Participants learn how to build rapport with customers, ask probing questions, and assess interest and discover needs. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

You Will Learn:

- The steps of an effective retail sales process that hooks customers
- How to greet customers, build rapport, and create interest
- Typical customer profiles and their buying preferences
- What outcomes customers want in voice and data products
- The five best questions to assess customer interest
- How to ask probing questions to pinpoint needs and priorities

Selling Value in Wireless II

Half-Day Course

Day 1 Classroom (4 hours)

The second half-day workshop builds upon the first session. Participants share results of their post-session assignment, discuss recent sales successes, and focus on the new skills of making wireless recommendations, overcoming objections and closing sales.

You Will Learn:

- What customers value in wireless products and services and the outcomes they prefer to buy
- How to turn features and benefits into value points
- How to recommend a wireless solution linked to customer needs
- Typical retail objections and how to overcome them
- Proven techniques on how to close the sale
- Techniques for up-selling and cross-selling
- How to get referrals
- How to follow through to ensure customer satisfaction and build repeat business



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Selling Value in Business-to-Business Sales

One-Day Course **NEW!**

This intensive one-day, instructor-led workshop on how to sell wireless solutions to businesses uses a structured and repeatable sales process that emphasizes selling value, not product or price. Participants learn new techniques for building a consultative business relationship with customers. The session includes extensive application of skills in business simulations and role-plays. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Wireless carriers' sales representatives
- Wireless resellers
- Business development sales staff
- Technicians with sales responsibility
- Sales representatives (inside and outside sales)
- Sales managers
- Management staff

Day 1 Classroom (8 hours)

You Will Learn:

- To address the business outcomes customers want most when buying wireless products and services
- To identify buyer stakeholders and uncover "what's at stake"
- To ask probing questions that highlight positive or negative consequences
- To articulate business value propositions when recommending solutions
- How to turn features and benefits into value points
- The use of ROI and proof sources to support the sales message
- Typical objections and how to overcome them
- Proven techniques on how to close the sale
- How to get business referrals
- How to follow through to ensure customer satisfaction and build repeat business



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Power Prospecting for Retail Sales

One-Day Course

NEW!

This instructor-led workshop focuses on key strategies and tactics a retail wireless business can use to generate leads and increase store traffic with more qualified prospects. Both sales and customer service reps learn how to be proactive, prospect effectively, and turn service situations into sales opportunities. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Retail sales representatives
- Wireless resellers
- Retail store managers
- Retail customer service representatives

Day 1 Classroom (8 hours)

You Will Learn:

- The ten top retail prospecting methodologies for building store traffic
- How to set up an interval sales and marketing program to grow sales from existing customers
- Prospecting techniques to increase outbound calling efforts
- Tactics for expanding relationships with customers
- How to produce a steady stream of referrals
- How to turn service requests into sales opportunities
- Networking techniques to expand relationships and generate new leads
- How to turn downtime into productive selling time
- How to turn follow-through calls into money-making opportunities



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Power Prospecting for Business-to-Business Opportunities

One-Day Course

NEW!

This one-day, instructor-led workshop is designed to help sales reps fill their funnel through proven prospecting techniques. Participants learn how to develop new business by targeting qualified prospects, leveraging existing customers, and prioritizing leads based on defined and measurable qualification criteria. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Wireless carriers' sales representatives
- Wireless resellers
- Business development sales staff
- Technicians with sales responsibility
- Sales representatives (inside and outside sales)
- Wireless resellers
- Sales managers
- Management staff

Day 1 Classroom (8 hours)

You Will Learn:

- 20 proven ways to generate leads, network more effectively, and build referral business
- How to use the telephone to set up more initial appointments
- Techniques to get through the gatekeeper
- The best words to use to get attention
- How to leave compelling voice mail messages
- What to say to overcome typical early objections
- How to verbalize a value proposition early in the call



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Customer Service Isn't a Department...It's You!™

One-Day Course

NEW!

Based on the concept of "kill them with service," this interactive one-day session is designed for all employees who interface with customers (internal and external). It focuses on the attitudes and behaviors required to deliver outstanding service and WOW customers. Participants learn how to deliver the kind of customer service that helps their company gain a competitive edge, retain customers, and build customer loyalty. Our skilled instructors and staff will tailor the module to meet your requirements.

Who should attend?

- Wireless carriers
- Tower Companies
- Wireless Resellers
- Contracting organizations
- Power companies
- Telephone companies
- Managers and supervisors
- Field engineers
- Installers
- Technicians
- Retail and business staff
- Management staff

Day 1 Classroom (8 hours)

You Will Learn:

- How to WOW customers and keep them coming back for more
- Techniques for creating a positive customer service image
- How to develop and maintain service standards
- Active listening techniques
- How to express empathy
- The words to use to ensure customer satisfaction
- How to eliminate barriers that get in the way of providing outstanding service

Also Available as a Paperback Book

Designed as an easy read for any employee who interacts with customers, this unique book provides a series of practical ideas and techniques that employees can put to work immediately to improve customer satisfaction. It focuses on helping each person understand their role in satisfying customers—be they internal or external—and what actions they need to take to improve their work environment and the level of service provided to customers.

Order TESSCO Part Number 434661



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Transitioning the Business to Total Solution Provider

One-Day Course

NEW!

This intensive one-day, instructor-led workshop focuses on how to transition the business from a cellular or two-way business to a total solution provider. The course builds upon best practices and proven selling techniques for broadband services, including selling from an executive perspective, how to customize your sales approach, and how to bundle and recommend products matched to the most common business applications and needs. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Dealer/distributor owners and principals
- Dealer/distributor management staff
- Wireless carriers
- Manufacturer indirect sales reps
- Indirect sales and product managers
- Indirect management staff

Day 1 Classroom (8 hours)

You Will Learn:

- What it means to be a total solutions provider
- Assessing key business factors:
market/customer
needs/applications/product
bundling/competition
- How to spot total solution opportunities
- Leveraging the customer base
- How to market and sell solutions versus product and price
- How to call on the CTO
- The best probing questions to ask to uncover solution needs
- How to make total solution recommendations and close bigger sales
- How to develop effective proposals and presentations that sell
- What to include in a total solution provider sales action plan



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Transitioning to Business Consultant

One-Day Course **NEW!**

Designed specifically for indirect channel sales reps and dealer managers, this one-day, instructor-led workshop focuses on how to build and strengthen indirect distribution sales. Participants learn how to transition from an operational/service mind-set to a business consultant who partners with dealers to help improve business results. The session helps reps get a deeper understanding of their dealers' critical business issues and work with them to grow the dealers' business and improve sales and profits. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who should attend?

- Wireless carriers' indirect sales representatives
- Manufacturer indirect sales reps
- Indirect sales and product managers
- Indirect management staff

Day 1 Classroom (8 hours)

You Will Learn:

- How to support indirect channel strategy by partnering with dealers
- The top 10 characteristics of a high-performing indirect sales reps
- What keeps dealers up at night
- How to establish SMART sales objectives with dealers
- How to identify and prioritize critical dealer business issues
- The power of effective communication skills
- Techniques for asking "what's-at-stake" questions
- How to conduct meaningful dealer business meetings
- How to create mutual action plans (MAPS) with dealers
- Techniques for influencing dealer sales staff
- How to build effective dealer business plans



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Beat Your Best™ A Manager's Guide to Coaching Performance

One-Day Course **NEW!**

This session is the newest version of one of the most popular sales management training programs used in the wireless industry. Beat Your Best (BYB) is an intensive one-day, instructor-led workshop designed specifically for anyone who manages the sales process. The session focuses on how to motivate both individual and team performance by using a proven approach to improve sales numbers in the key business areas that drive profitability. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Wireless carriers' sales representatives
- Wireless resellers
- Business development sales staff
- Technicians with sales responsibility
- Sales representatives (inside and outside sales)
- Wireless resellers
- Sales managers
- Management staff

Day 1 Classroom (8 hours)

You Will Learn:

- The role of the manager as coach to improve sales performance
- How to get the best from each member of the team
- Proven techniques to manage sales activities and results for month-over-month improvement
- How to conduct effective one-on-one coaching meetings
- How to develop mutual action plans (MAP) with reps to improve performance
- Effective communication and feedback skills for one-on-one and group meetings
- How to conduct forecast meetings that get improved results
- The five best ways to recognize and motivate best performance

Also Available in Two Additional Formats:

Self-Study Manager's Kit

The newest version of Beat Your Best™ is designed for sales managers who want to implement a performance improvement and motivational program with their staff. This kit includes step-by-step directions on how to set up the BYB process in your organization, conduct one-on-one and forecast meetings, and coach and motivate staff for improved month-over-month performance.

The kit comes complete with all BYB electronic forms and templates, including Monthly Result Tracker, Mutual Action Planner, Forecast Meeting Template and Sales Proficiency Checklist.

Order TESSCO Part Number 483656

Beat Your Best!™—the Book

The Beat Your Best!™ process is detailed in an easy-to-read book. Describes the unique BYB process that enables managers to recognize and overcome performance barriers and effectively coach employees to a higher level of proficiency. Developed and authored by Mark Landiak, Beat Your Best!™ is a sales management, coaching, assessment and measurement tool designed to help every employee get to the next level. It's recommended reading for every wireless sales manager.

Order TESSCO Part Number 489646



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Profit Summit™

One-Day Course **NEW!**

The Profit Summit course provides fundamental business management skills to the small-to-medium business owner or key management staff. It focuses on practical tips and best-in-breed examples for improving business efficiency. Participants learn ten ways to improve their business operation and increase sales and margins. Our skilled instructors and staff will fine-tune the points or products and techniques of particular importance to your operations.

Who Should Attend:

- Dealer/distributor owners and principals
- Dealer/distributor management staff
- Wireless carriers' indirect sales reps and managers
- Manufacturers' indirect sales reps and managers
- Product, marketing, and indirect distribution managers

Day 1 Classroom (8 hours)

You Will Learn:

- General business management strategies for more efficient business operations
- How to improve the profitability of every transaction
- How to leverage the customer base to increase sales
- Techniques for building a positive image to differentiate the business
- Strategies to build traffic and generate more leads
- Employee recruiting and retention methods to keep top performers and attract new talent
- Proven techniques for improving sales proficiencies to close more business
- Strategies to decrease charge backs, improve customer satisfaction, and build customer loyalty
- How to minimize discounting and giveaways
- How to use customer service as a marketing tool to build the business



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» Delivering Everything For Wireless

Cleaner design, easier navigation— the new **TESSCO.com!**

An indispensable tool for your business, TESSCO.com now offers a simple yet powerful way to find products, build worksheets, place orders, track delivery and much more.

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- > Complete Products Section
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