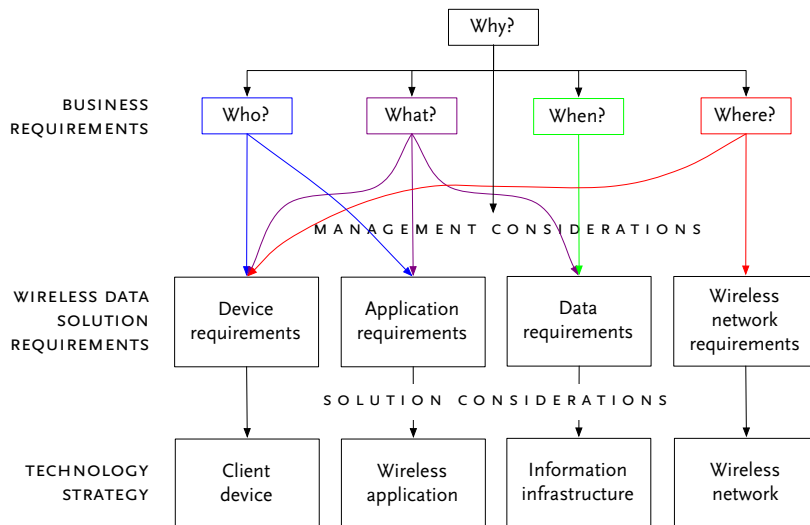


Andrew M. Seybold & Edmond H. Legum

Selling Wireless Data Solutions

What is the burning issue? For the enterprise, buying & implementing a wireless data solution is a complex and daunting task.



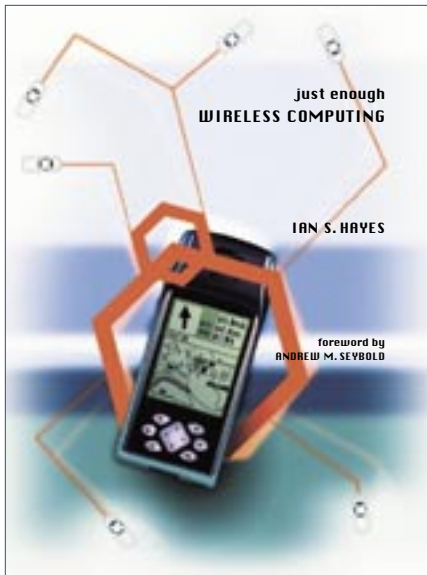
Hayes, Ian, *Just Enough Wireless Computing*, 2003

What is the solution? The Wireless Experience's new wireless data training course, *Selling Wireless Data Solutions*, cuts through the confusion. Wireless Data Sales Representatives and their management gain the skills and functional tools they need to accelerate the adoption of wireless data applications, devices, and network capabilities.

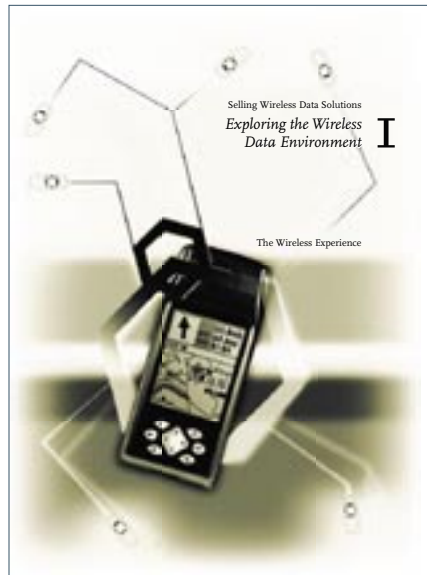
What will you learn? Working in teams on relevant enterprise case studies, you'll discover –

- ▶ Which data applications matter to your prospects
- ▶ What drives the choice of data devices
- ▶ Whose network has an advantage
- ▶ How to define your company's value proposition
- ▶ How to help your prospects identify their data needs
- ▶ What accounting criteria your proposals must meet
- ▶ How to analyze and calculate wireless data payback and ROI
- ▶ How to anticipate and prepare for wireless data objections
- ▶ How managers can verify data sales skills
- ▶ How managers can measure data sales activity
- ▶ How managers can sustain improved data sales performance

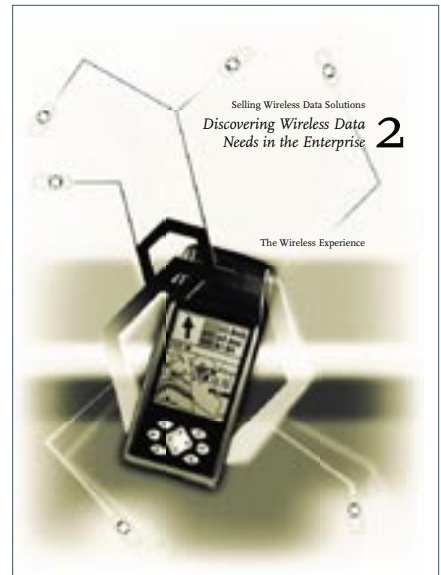
What will you take away? Your program includes:



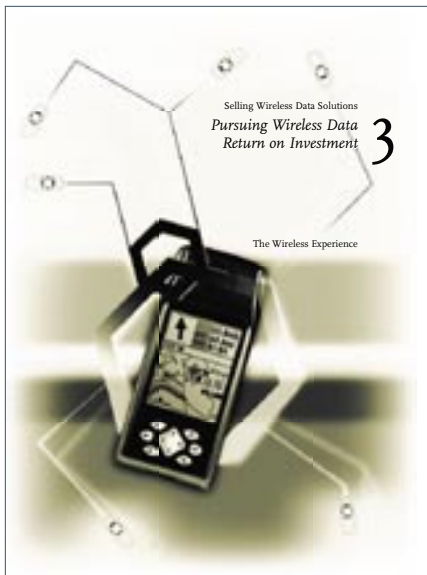
Essential Preclass Reference Manual
Just Enough Wireless Computing
Within its 416 pages you'll find the full spectrum story of wireless computing: capabilities & opportunities; applications; case studies; defining and justifying solutions; implementation; devices; and networks. By Ian S. Hayes.



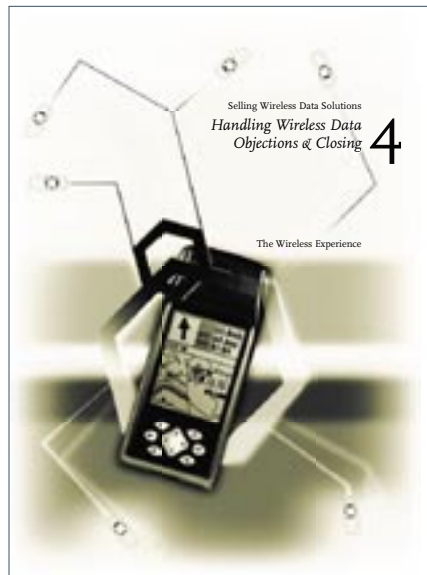
Selling Wireless Data Solutions Workshop 1
Exploring the Wireless Data Environment
Through customized exercises and case studies you will gain knowledge and competency in: wireless data relevancy; capabilities; applications; devices; networks; and building a wireless data value proposition.



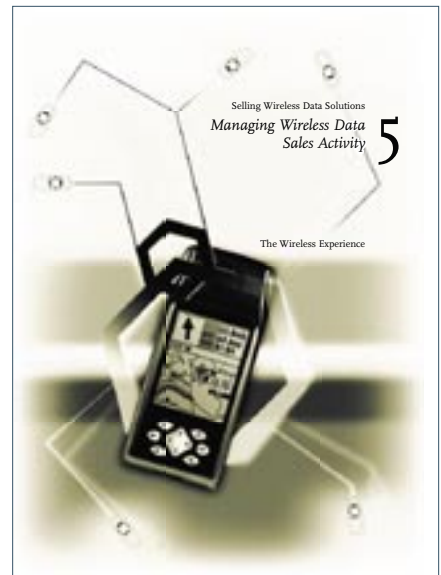
Selling Wireless Data Solutions Workshop 2
Discovering Wireless Data Needs in the Enterprise
Working within teams you will build a wireless data customer profile that helps you determine why; who; what; when; where; security; implementation; and cost justification. Includes a 13-page wireless data questionnaire.



Selling Wireless Data Solutions Workshop 3
Pursuing Wireless Data Return on Investment
You'll learn to quantify benefits, and produce income, cash flow, payoff, and ROI statements to create a winning proposal for your case study. Includes electronic spreadsheet templates.



Selling Wireless Data Solutions Workshop 4
Handling Wireless Data Objections & Closing
Presents & examines reasoning strategies you can use to handle 21 tough wireless data objections. Using defined closing methodology, you'll work within teams to gain approval for your proposal.



Selling Wireless Data Solutions Workshop 5
Managing Wireless Data Sales (for managers only)
Using tools specially developed to increase wireless data sales, you will grasp as never before the keys to observation; measurement; and helping wireless data sales reps realize a payoff.