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Selling Wireless Data Solutions

An Overview of The Wireless Experience's Training

THE WIRELESS *E*XPERIENCE

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The purpose of this overview is to introduce you to The Wireless Experience's new wireless data training course, designed to help your Wireless Specialist and their management increase their data sales. On the pages that follow, you will find answers to the questions:

Exploring the Wireless Data Environment

How easy is it for the enterprise to buy a wireless data solution?

Which data applications matter to your prospects?

What drives the choice of data devices?

Whose network has an advantage?

How can you define Your company's value proposition?

Discovering Wireless Data Needs in the Enterprise

How can your people discover data needs?

Pursuing Wireless Data Return on Investment

What accounting criteria must your people's proposals meet?

How can your people define payback and ROI?

Handling Wireless Data Objections & Closing

How can your people prepare themselves for resistance?

Managing Wireless Data Sales Activity

How can management verify data sales skills?

How can management measure data sales activity?

How easy is it for the enterprise to buy a wireless data solution?

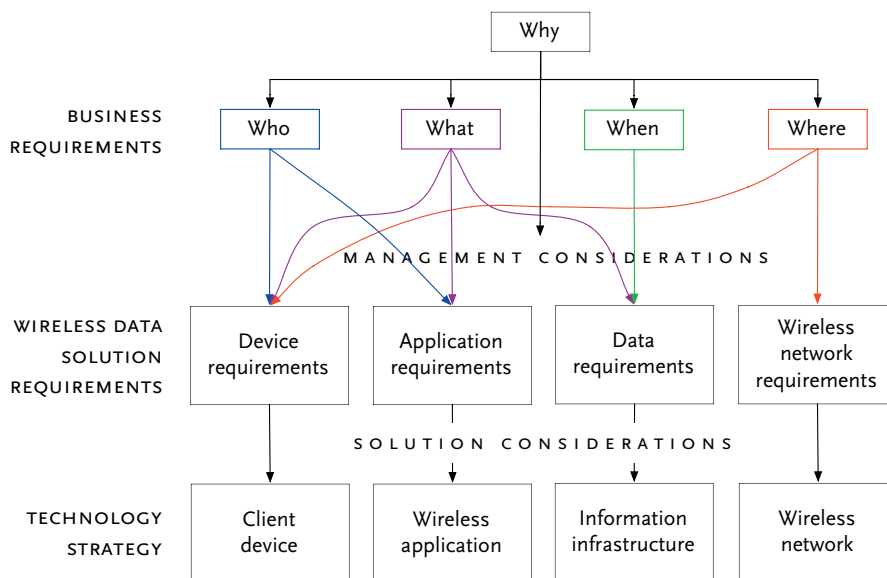
Data Sales Skills

THE DATA ENVIRONMENT

OBJECTIVE

On completion of this module you will be able to discover the payoff, capabilities, & applications wireless data offers – and why they matter.

The wireless data decision process



Implementation

The decision process will also include implementation requirements such as user support, system management, and security.

Which data applications matter to your prospects?

10 DATA SALES SKILLS

ENTERPRISE DATA APPLICATION	WHAT IS IT? WHY DOES IT MATTER TO YOUR PROSPECTS?
<i>Sales Automation</i>	
<i>Information Access</i>	
<i>Inventory Control</i>	
<i>Field Service</i>	
<i>Location & Tracking</i>	

Applications obtained from bell.ca and businessonthgo1.com as of 06 October 2003

What drives the choice of data devices?

WIRELESS DATA DEVICES

What drives the choice of devices?

CRITERIA	DOES IT MATTER?	TO WHOM?
Purpose and capabilities	<input type="checkbox"/> yes <input type="checkbox"/> no	
Size/weight/appearance	<input type="checkbox"/> yes <input type="checkbox"/> no	
Display	<input type="checkbox"/> yes <input type="checkbox"/> no	
Data input	<input type="checkbox"/> yes <input type="checkbox"/> no	
Processing power	<input type="checkbox"/> yes <input type="checkbox"/> no	
Memory	<input type="checkbox"/> yes <input type="checkbox"/> no	
Battery life	<input type="checkbox"/> yes <input type="checkbox"/> no	
Accessory potential	<input type="checkbox"/> yes <input type="checkbox"/> no	
Software availability	<input type="checkbox"/> yes <input type="checkbox"/> no	
Third part software	<input type="checkbox"/> yes <input type="checkbox"/> no	
PIM	<input type="checkbox"/> yes <input type="checkbox"/> no	
Internet	<input type="checkbox"/> yes <input type="checkbox"/> no	
Email	<input type="checkbox"/> yes <input type="checkbox"/> no	
Camera	<input type="checkbox"/> yes <input type="checkbox"/> no	
Cost	<input type="checkbox"/> yes <input type="checkbox"/> no	

How might you compare these wireless data devices?

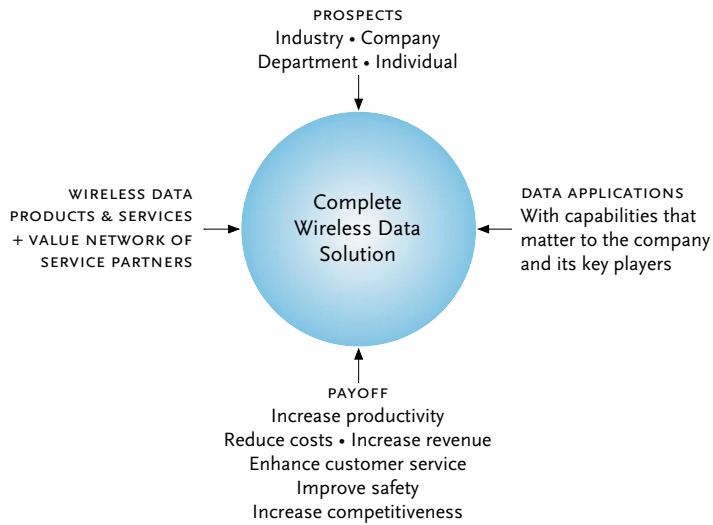
CRITERIA	
Purpose and capabilities	
Size/weight/appearance	
Display	
Data input	
Processing power	
Memory	
Battery life	
Accessory potential	
Software availability	
Third part software	
PIM	
Internet	
Email	
Camera	
Cost	

Hayes, 2003, 381

How can you define Your company's value proposition?

22 DATA SALES SKILLS

A value proposition model



Gaining advantage

Does better technology guarantee you an advantage? Does better phone selection? Better pricing? ► Might you gain an advantage when you give your customers more compelling reasons to buy your complete wireless data solution? ► Might this advantage depend on how well you communicate?

Setting the stage

1 What do you want to accomplish at your first meeting?

2 What do you want to discover about your prospect?

3 How might you put (1) and (2) in writing?

4 How might you capture and organize needed information?

How can your people discover data needs? [page 1 of a 17-page analysis]

DISCOVERING WIRELESS DATA NEEDS

OBJECTIVE

On completion of this section you will be able to uncover your prospects wireless data applications and transform your findings into complete wireless data solutions.

Enterprise Wireless Data Profile

COMPANY		
INDUSTRY		
LINE-OF-BUSINESS MANAGER		
LINE-OF-BUSINESS MANAGER		
IT MANAGER		
FINANCIAL MANAGER		
EXECUTIVE DECISION MAKER		
WIRELESS NETWORK PROVIDER	MONTHLY COST	SATISFACTION RATING (1-10)
EXPLAIN SATISFACTION RATING		

MOBILE USERS	HOW MANY?	% OF TIME MOBILE	WHERE THEY TRAVEL
Sales Force			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
Field Service			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
Drivers			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
Customer Service			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
Executives			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
Other (List)			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
			<input type="checkbox"/> LOCAL <input type="checkbox"/> REGIONAL <input type="checkbox"/> NATL <input type="checkbox"/> U.S. <input type="checkbox"/> INTERNATIONAL
TOTAL MOBILE EMPLOYEES			

What accounting criteria must your people's proposals meet?

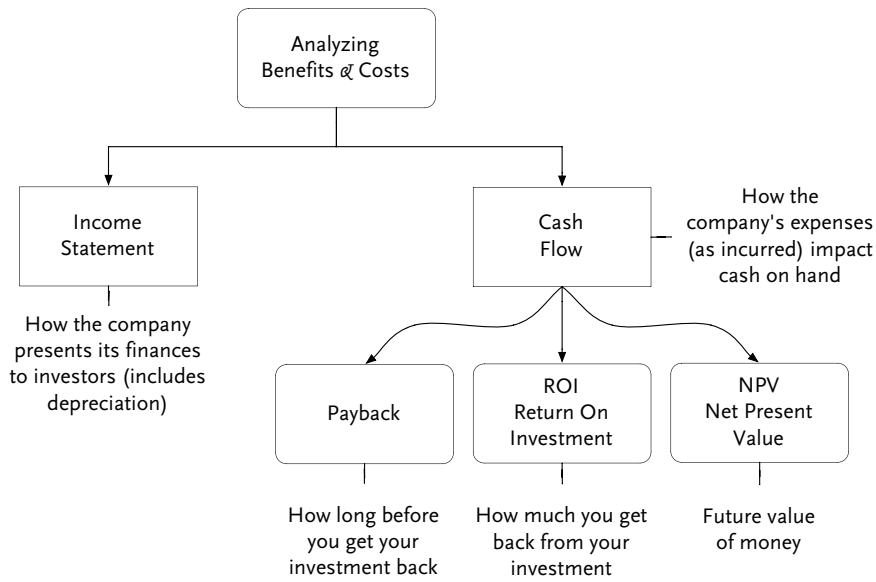
50 DATA SALES SKILLS

THE FARTHER REACHES OF ROI

On the previous pages we calculated the minimum productivity gain necessary to break even. On the pages that follow you will find a more detailed approach to help you organize and calculate –

- ▶ Benefits
- ▶ Expenses
- ▶ Profit or loss

Two views of accounting



Hayes, 2003, 180–183

How can your people define the payback and ROI?

54 DATA SALES SKILLS

THE PAYOFF

Fill in the blanks below from the Cash Flow example on the previous page.

	PAYBACK ANALYSIS	INITIAL INVESTMENT	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
a	Initial cash outflow [23 C]		-	-	-	-	-
b	Net cash savings [23 D-H]	-					
c	Payback period (indicate point of packback) ▶						

How many months or years will it take to achieve payback?

Complete the following to determine the example's ROI.

x	ANNUAL CASH BENEFIT (5 YEAR AVERAGE)	
y	CAPITAL INVESTMENT (a above)	
z	AVERAGE RETURN ON INVESTMENT (x ÷ y)	%

Hayes, 2003, 180-183

CLOSING OFF OF THE PAYOFF

How can you prove that you can deliver the payoff your financial justification promises? How might you test the feasibility of your wireless data solution?

ROI EXERCISE

Choose a member of your team to perform a cost justification analysis with your case study. You will use the information your extract to create your own ROIs for your prospects.

How can your people prepare themselves for resistance?

9 You're too slow.

10 You're not national.

11 We can't get the applications we need; they won't work on your network.

12 We're not on your network.

13 It's not a top priority for us, right now.

14 It's going to cost too much to support.

15 We're too busy right now.

16 We don't need more toys.

17 It makes us too accessible.

18 We don't want to deal with you. If it wasn't for new competition you'd still be beating us up.

HANDLING DATA OBJECTIONS 57

Other objections –

- ▶ Your in-building coverage isn't good.
- ▶ I don't want to handle multiple items from multiple vendors.
- ▶ My father worked for Telus for 30 years.
- ▶ Rogers will give us free Blackberrys.
- ▶ The unions don't want their people to be monitored.

How can management verify data sales skills?

Performance observation tools, continued

OBSERVED PERFORMANCE 2							
AE			DATE				
ENTERPRISE WIRELESS DATA PROFILE							
Did the AE ...							
			<input type="checkbox"/> yes <input type="checkbox"/> no				
			<input type="checkbox"/> yes <input type="checkbox"/> no				
Did the AE identify and capture information on the company's ...							
			NOT DONE	DEFICIENT	ACCEPTABLE	WELL DONE	
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
OVERALL BASIC RATING			0	1	2	3	
If Advanced, add details –							
Did the AE identify and capture information on the company's ...							
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
			<input type="checkbox"/> yes <input type="checkbox"/> no	0	1	2	3
OVERALL ADVANCED RATING			0	1	2	3	
AE COMMENTS			MANAGER COMMENTS				
Signature			Signature				

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How can management measure data sales activity?

110 DATA SALES SKILLS

MEASUREMENT

Sales activity measurement tools

WEEKLY DATA SALES ACTIVITY SUMMARY											AE		FOR WEEK OF	
ACTIVITY	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		WEEK			
	GOAL	ACTUAL	GOAL	ACTUAL	GOAL	ACTUAL	GOAL	ACTUAL	GOAL	ACTUAL	GOAL	ACTUAL		
Leads gained														
Suspects contacted														
Prospects contacted														
First meetings closed														
First meetings performed														
Data profiles closed														
Data profiles performed														
Proposals generated														
Proposals presented														
Pilots closed														
Pilots in management														
Implementations in management														
Deployments in management														
TOP 7 OPPORTUNITIES				FUNNEL STAGE										
1.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
2.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
3.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
4.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
5.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
6.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					
7.				<input type="checkbox"/> Prospect	<input type="checkbox"/> First meeting	<input type="checkbox"/> Data profile	<input type="checkbox"/> Proposal generated	<input type="checkbox"/> Proposal presented	<input type="checkbox"/> Pilot					

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Will your salespeople want to use this tool every week? yes no

How might you reinforce its use?

Andrew Seybold, CEO, has been involved in both the communications and computing industries for the past thirty-plus years. Today, Mr Seybold is considered by many to be the premier industry analyst within the microcomputer and communications fields and a leading authority on the mobility and wireless communications industry.

Mr Seybold currently heads the Andrew Seybold Group, a consulting firm specializing in the connected mobility space where mobile computing and advanced communications technology meet. He also heads Andrew Seybold's Outlook, Inc., a newsletter and conference company. Mr Seybold is editor-in-chief of Forbes/Andrew Seybold's Wireless Outlook, published jointly with Forbes. He has written several books and has contributed columns to a variety of trade magazines.

Prior to founding his company in 1991, Mr Seybold served as vice president and chief analyst for Dataquest's mobility practice and in a number of technical and management capacities with several communications companies, including Motorola, General Electric and RCA.

He was a founder and editor of The Seybold Report on Professional Computing, which later became Andrew Seybold's Outlook on Professional Computing with which he established himself as a premier industry analyst as computing moved to the desktop. Mr Seybold's newsletter evolved to cover mobile computing and communications – a convergence of his two disciplines. His expertise was the subject of a full-page article in the Wall Street Journal.

Mr Seybold is a co-founder and permanent board member of the Portable Computer and Communications Association (PCCA), and he is a member of the IEEE, APCO, ARRL, and a Fellow in the Radio Club of America.

Edmond Legum, President, is the founder and president of The Edmond-Howard Network. A pioneer in high technology sales and management strategy since 1971, Mr Legum started his career with Tandy Corporation, where he rose to become the company's audio product manager, responsible for 20 percent of Radio Shack's \$3,000,000,000 in annual sales.

Mr Legum entered the field of telecommunications in 1984 as Vice President of American Phone Centers. Responsible for all advertising, merchandising and sales training, the company became the fastest growing interconnect in America, selling 3,000 business phone systems in 18 months.

Mr Legum started The Edmond-Howard Network in 1986, specializing in sales training, management training, and marketing support services for the telecommunications industry. Since 1991, Mr Legum has worked extensively within the wireless industry, developing and delivering customized training and consulting programs for Alltel Mobile, AT&T Wireless, Sprint PCS, Nextel, US Cellular, Bell Mobility, Cingular Wireless, T-Mobile, and Verizon Wireless, as well as organizations such as the Personal Communications Industry Association (PCIA), the Rural Cellular Association (RCA), the Cellular, Telecommunications, and Internet Association (CTIA), and the Consumer Electronics Association (CEA).

Mr Legum is the author of *Wireless Ways*, and the *New Directions in Wireless* series of training programs for retail, indirect, and business-to-business channels of distribution.