# How to develop a wireless data training solution

The Wireless Experience (WE) recommends an 8-step approach to address the Big Questions that can help you create a winning training and development strategy for your company:

1 *What are your issues? What are our capabilities? Is it a good fit?*
2 *Which training solution do you prefer?*
3 *Where are you today? Where do you want to be?*
4 *What are the detours and roadblocks?*
5 *How can you get there?*
6 *What is your return on investment?*
7 *How can your company implement and deploy training?*
8 *How can you reinforce desired wireless data selling activity?*

## THE PROCESS

1 *What are your issues? What are our capabilities? Is it a good fit?*

WE will arrange a conference call to determine your company's hot wireless data sales, management, and marketing issues. WE will present our capabilities and together we'll determine if there is a good fit between our companies. If there is, we will discuss your training options: (*a*) customized training designed and developed specifically for your company, (*b*) our off-the-shelf training solution, *Selling Wireless Data Solutions*, or (*c*) something in between.

2 *Which training solution do you prefer?*

We'll help you consider each option and choose the one that best meets your needs. For option (*a*) WE will perform a Wireless Data Assessment at your offices. We'll then prepare a detailed design brief to report our findings. See steps 3–6.

3 *Where are you today? Where do you want to be?*

Facilitated by Andy Seybold and Ed Legum, or WE's experienced Alliance Partners, the Assessment requires a full day with a project team from your company that includes representatives from management, technology, marketing, and front line sales. Your Findings Report will be your *wireless data roadmap* that identifies where you are, where you want to be, and how to get there.

4  *What are the detours and roadblocks?*

WE will identify your company's strengths and weaknesses and show how these might impact the success of your wireless data training initiatives.

5  *How can you get there?*

The Findings Report we create will define the following components of your plan to sell wireless data devices, services, and applications –
- Financial impact projections and probabilities
- Wireless data strategies analysis
- Device, application, and network competitiveness report
- Wireless data sales management readiness
- Marketing alignment and support issues
- Your wireless data training curriculum solution

6  *What is your return on investment?*

Your Finding Report will define the financial impact of accelerated wireless data sales on your ARPU and Payback. You will also gain a larger perspective of your company's wireless data capabilities that you can use to enhance the relevancy to your marketing strategies

7  *How can your company implement and deploy training?*

WE will provide you with a design and development schedule as well as a time line for delivery of training. WE can then extend this forward to show you how your company can roll out training throughout your properties.

8  *How can you reinforce desired wireless data selling activity?*

WE's wireless data training solution gives your company the tools it needs to measure, observe, and verify wireless data sales competencies in the field.

Companies that use our customized traing or WE's off-the-shelf program, *Selling Wireless Data Solutions*, have enjoyed the benefits of increased sales, improved ARPU, and increased front line productivity. We invite you to do the same.