



Workshop on “Retail Marketing & Sales in the Telecom Industry” (3 Days)

What is the main business topic covered in the workshop?

The Telecom Retail Store is still one of the first and main customer “touch points” for your industry. This workshop helps you better understand the economics of a retailer and manage your own channels to maximize traffic and revenues.

What is the typical business profile of people who face these issues?

Marketing, Channel and Brand Managers responsible for managing the Retail chain in the Telecom service industry.

How will I benefit from participating in this workshop?

You will be better able to:

- Understand the economics of a retailer (product focus, shelf space, etc)
- Use your Customer Value Proposition to do Value Selling to retailers
- Manage your own channels to maximize traffic and revenues
- Prepare a retail channel action plan

Methodology:

- Practical, interactive and implementable right after the workshop
- Short lectures combined with facilitator real case stories and examples
- Exposure to methods, concepts, tools and frameworks
- Peer learning, group discussions and facilitator coaching
- Participants log to record their learning and future action plan





Day 1: Understanding the basics of Telecom Retail

During the first day of the workshop, you will gain a high-level overview of the functioning of Telecom retail, the basics processes for managing a shop and how to apply them. *The following topics will be covered:*

- Principle of Telecom Retail shops
- Economics and KPI's used to manage a shop
- Principles of floor plan, shelves spaces, etc...
- Defining a Telecom retail strategy
- Case Study, Part 1

Day 2: Negotiation skills for Telecom retailers

The second day of the workshop concentrates on managing the (sometimes) difficult personalities of the retailers and their buyers. As the retailers and buyers are your main customer representatives, you will learn ways to answer their objections and typical objections from your customers. You will come to view retailers and suppliers as an important source of information that can help to fine-tune your product portfolio and positioning.

The following topics will be covered:

- Questioning: techniques; golden rules; exercise
- Listening: being perceived as listening; golden rules; exercise
- Interpersonal styles (direct, conceptual, social, analytical); how to communicate better with each style; how not to communicate
- Negotiating with different styles
- Role plays
- Case Study

Day 3: Develop a Telecom Retail Plan

The final day of the workshop is devoted to getting the Telecom retail plan established and implemented. Because most strategies break down during the implementation phase, senior managers in a business can have a tremendous positive impact if they pay particular attention to how they execute their strategy.





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The following topics will be covered:

- Establishing your Telecom Retail plan
- Managing People and processes (goal setting, incentive schemes, reporting)
- Leading the team
- Learning from mistakes

At the end of the workshop you will have created a top line action plan to better ensure that the changes you envision can become a reality for your business.

The workshop facilitator will give feedback and recommendations at conclusion of the programme, including a post-programme reading list.



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