

Gig Training and Selling Broadband

As more and more independent telcos roll out gigabit speeds, employees need to be prepared to explain its benefits and qualify who might need it. This one-day, interactive program trains staff to confidently answer questions and promote the service.

Agenda

9:00a

Industry Update

- Changing telecom landscape
- Business opportunities in broadband
- Customer trends and purchasing behavior

Gigabit and Beyond

- How fast is gigabit?
- Bandwidth requirements for popular online activities
- Migrating customers to faster speeds
- Performance of common tiers (e.g. 10 Mbps / 20 Mbps / 50 Mbps)

Consumer Electronics

- The Internet of Things
- Devices customers are connecting to your broadband network
- The cloud and big data
- Video, video and more video (streaming)

Fiber-to-the-Premise

- Explaining benefits to customers
- Basic components and how it works
- Side-by-side comparisons to other technologies
- Customer perceptions and misunderstandings

Noon

Lunch

1:00p

The Impact of Wi-Fi

- How Wi-Fi impacts gigabit speeds
- Various Wi-Fi routers and performance
- Trouble shooting basic issues / answering customer questions

Selling Speed

- Qualifying the customer
- Understanding usage patterns
- Mitigating price
- Closing the sale

4:00p

Adjourn