



## Professional Education Programs

### **Course** B2B Sales of Products and Services in the Telecommunications and Information industries

**Overview** Telecommunications and Information industries are going through a period of major change. From one side, Telecom operators, and their suppliers of Telecommunications and Information equipment and services consolidate or reorganize, aiming at the reduction of their cost-base, while trying - through differentiation strategies and tactics - to offset the commoditization of their offerings to their customers, enterprises or consumers.

At the same time, previously separate markets such as the media, internet and traditional telecom services are being increasingly intertwined. The result is a more complex marketplace with tougher competition, but also a market with great new opportunities for innovation and growth. In this environment, executives in the Telecommunications and Information Industries need more and more knowledge and skills in Leadership, Sales Management and Marketing, to understand the scene and win in this transforming market.

This seminar has the ambition to provide Executives in the Telecommunications and Information Industries, who may be working in various departments or functions of their organizations, a common platform of knowledge and skills, which they can apply immediately, in order to lead and contribute to the business and commercial objectives of their organizations, and to provide a significant push to their professional competences and personal careers.

**Objectives** The objective of the seminar is to provide the participants with the practical knowledge and skills they need in order to become Effective in the search of the most suitable for their companies business opportunities in enterprises and organizations, Productive in their actions and sales efforts, Efficient in the utilization of their companies' resources with the least possible cost.

To meet this objective, the seminar is not proceeding merely from a theoretical viewpoint, but mainly looking from the side of how-to applied methodologies which have been proven successful in modern international high technology business, with a clear and persistent focus to offer superior value to the customer and his needs.

**Who should attend** The seminar is addressed to executives with no or some experience in Marketing and Sales who work in companies active in the supply of Products and Services to other companies, such as telecom operators, telecommunication and information equipment suppliers, outsourcing services providers, and in all manufacturing industries.

**Prerequisites** University Degree in Engineering, and 3-5 years of professional experience

**Duration** 3 Days (6 hours per day)

**Dates** January 27-29, 2010  
9:30- 15:30

**Instructor** Mr. Antony Rousseas, Member of Board of Directors, Ericsson Hellas





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**Topics to be covered** Introduction to Marketing and its relation with Sales; Market Research, Segmentation and Positioning in B2B environments; Decisions on the design, introduction, pricing of products and services; organization of the Sales Department and distribution channels; Communications activities.

The seminar will also address selected topics from the application of effective sales methods used by multinational companies for the smooth execution of the Sales Cycle, the evaluation of opportunities, so that the company's resources are funneled in an efficient manner.

The participants will receive the notes and the slides of the lectures, selected articles published in business literature, bibliography. The participants will be encouraged to prepare and present issues of their business interests in class discussions.

### Course outline

Session 1:

Introduction: Marketing and Sales, Products and Services

- What makes B2B Sales and Marketing different
- The Buying Decisions Center
- B2B Market Research
- Market Segmentation
- Market Positioning
- The introduction and diffusion of a new superior product or service

Session 2:

The Marketing Mix in a B2B environment.

- Product and Extended Product
- Designing Services
- Strategic Decisions in Product Portfolio Management
- Pricing Decisions
- The concept of Value in the B2B environment.

Session 3:

Organization and Systems of the Sales Department

- Skills for Sales Executives
- Key Account Management
- Integrated System for supporting the Distribution Channels
- Communications: Personal and Corporate. The Power of the Brand.
- Communications Objectives and Strategy
- Use of new technologies in B2B Sales
- Effective Communications for Services

Session 4:

How we look for and identify the "strong" executives in our customer.

- Influence and Authority
- The Sales Cycle and Sales Decision Points
- How we select if we should engage with a prospect customer, submit an offer, or participate in a tender (in the private and public sectors)? How we can win?





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Session 5:

What is a “perfect” Sales Proposal?

- Legal Framework for Procurements
- What are the successful companies doing in Marketing and Sales
- General Review– Conclusion

### Tuition Fee

Single Participation: 700,00€

Discount Policy

Cancelation Policy

### Program Registration

<http://hermes.ait.gr/registrations/multiple.php?prog=67>

### Contact

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