



MS Communications

Developing Bridges To The Customer

MS Communications' Selling Skills program has dramatically improved the bottom line for over 400 telcos. Here's what some of our customers have to say about the Selling Skills programs:

"The selling skills the reps learned from you are really evident. Pat (Office Manager) walks through the Call Center and hears the skills in action. Prior to training, the CSRs were "order takers". Now they are meeting customers' needs by explaining the benefits of our services."

– **Tracie Horne, Training Coordinator**
Atlantic Telephone Membership Corporation, Shallotte, NC

"Thank you for the excellent training. Our television sales are going well - the customers love the product and feedback on our staff has been very positive, and people are signing up for the Triple Play!! So the training is definitely paying off."

– **Kaye Bilyeu, Director of Human Resources**
Canby Telephone Association, Canby, OR

"[Melinda Crawley] gives employees the skills to sell themselves, the company and our services. Our Caller ID penetration is in excess of 30% in all the exchanges where we have implemented her tactics. That's \$100,000 plus on an annualized basis." In 2001, we went to 51% penetration on Caller ID. "

"We've had Melinda come back to help us launch our Triple Play and her technical and sales knowledge, and customization of our information has been a great value in taking this broadband step."

– **William J. Franklin, General Manager**
Scott County Telephone Cooperative, Gate City, VA

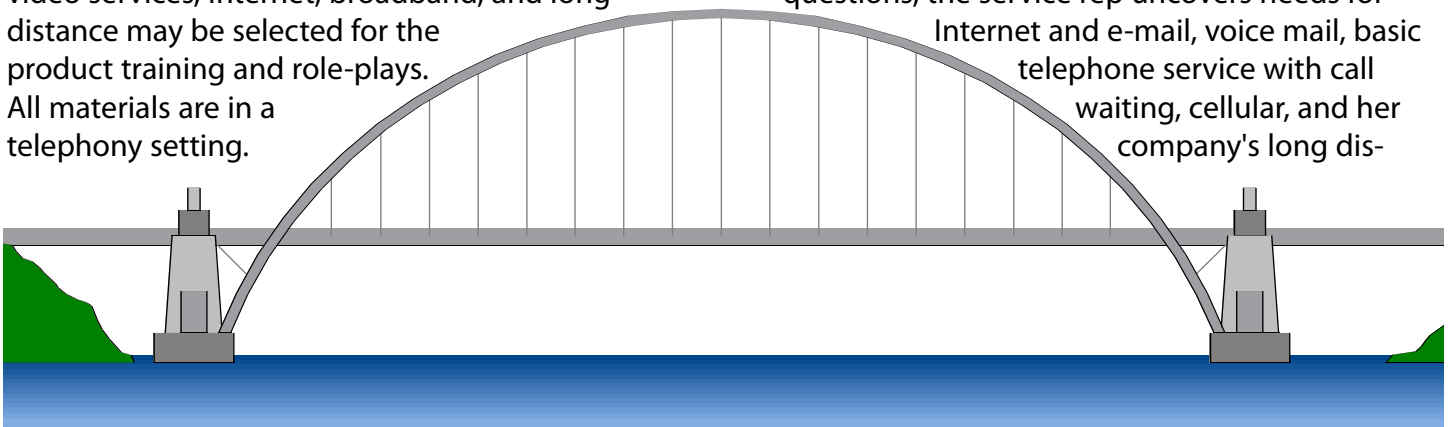
Selling Skills

In our highly effective Selling Skills class, we use the concept of building bridges to the customer by finding needs, matching these needs to the benefits of the product, then closing. We also teach skills for handling customer indifference and pricing objections in the advanced class.

Attendees use workbooks to learn the concept, watch a video which illustrates the skill, and role-play to apply the skill in a time-tested Read-See-Do approach.

Role-plays are customized based on the product you select. Centrex, class services, PCS, voice mail, video services, Internet, broadband, and long distance may be selected for the product training and role-plays. All materials are in a telephony setting.

In the video, the service rep demonstrates these skills while taking a new service order. By asking questions, the service rep uncovers needs for Internet and e-mail, voice mail, basic telephone service with call waiting, cellular, and her company's long dis-



tance service. She matches the customer's needs to her company's own services and demonstrates the important concept of One-Stop Shopping.

In the installer scenario, the installer is at a customer's premises on a routine jack installation. He sees and hears needs for *69, *66 and a teen paging service. He also illustrates how the installer and service representative work as a team bridging to the customer.

The Selling Skills class demonstrates effective customer advocacy and public relations skills, key ingredients in the successful One-Stop Shopping approach.

Class Content

1/2-day Current Happenings in the Industry

In order to get the maximum value from any training, whether it's sales, customer service or technical training, it's essential to first motivate employees to learn. Experience has shown that nothing is more effective in motivating employees than positioning their role in the fast-paced, expansive world of telecommunications.

Current Happenings in the Industry is critical to employees' understanding of the significance of sales, customer service and technical skills to their survival in the competitive telecommunications environment.

This update empowers employees by giving insight into: local loop competition, their competitive strategies, reduction in traditional telco revenues and technology opportunities, including an overview of broadband.

1/2-day Product Training (select one)

Bundles (video, voice and/or data)	Class Services	Long Distance
xDSL:	Cellular/PCS	Centrex
ADSL	Digital Video delivered via:	Terminal Equipment
SDSL	Copper wire	Internet (dial-up & broadband)
VDSL	Coaxial cable	
Custom Calling Features	Fiber (FTTC/FTTH)	Wireless Local Loop
Voice Mail	Satellite	
	Wireless	Other services upon request

This class covers the sale from preparation to closing, and includes:

- Target marketing
- Identifying features and benefits
- Uncovering needs
- Matching needs with benefits
- Closing the sale

The product you select for the 1/2-day Product Training module will be reinforced in the Selling Skills role-plays.

The Selling Skills Program

½-day Product Training (focused on one selected product)

How the service works, including features\benefits and pricing

Hands-on Training

Identify who would use the service in your area

Key Sales Questions to bridge to the customer

Applications

Initial Selling Skills Workbook Outline:

Sales Attitude

Preparation

Features, Benefits and Needs

Overview of Discovering Needs

Discovering Needs - Questions

The Matching Process

Closing

Advanced Selling Skills (taken as separate class)

Understanding Why Customers Don't Buy

Effective Strategies for:

Handling Indifference

Handling a Failed Close

Pricing Objections

Dramatically improves the bottom line.

Armed with these sales skills, front-line employees...

- Meet customer needs & solve problems.
- Sell more products and services.
- Give the personal attention that keeps the competition at bay.

Needs-based selling skills are consistent with a telco's customer service culture.

Please contact MS Communications for more information on the Selling Skills programs available, or to find out about our Premium Customer Service, broadband and industry update classes.

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