



BUNDLING

COMPLEX BIDS

SOLUTION SELLING

PARTNERING

SALES GOVERNANCE

TEAM APPROACH

SELLING SMARTER

SOLUTIONS THAT SOLVE
YOUR CUSTOMER'S
PROBLEMS

SALES FORCE EFFECTIVENESS

- FOR THE TELECOMMUNICATIONS SECTOR

YESTERDAY –

- ❖ the industry was simple
- ❖ competition was weak or none existent
- ❖ you told the customer what they needed

TODAY –

- ❖ the industry is complex and fast moving
- ❖ competition is fierce and aggressive
- ❖ your customers are telling you what they want & need

Is your organization experiencing difficulties adjusting to the new telecom world? Are your win rates dropping and along with it revenues and profitability?

You've spent the money to build the network and now you need to reap the benefit from that investment.

The solution may be focusing your sales force and teaching them how to sell in this new world of Next Generation Networks (NGN), TCP/IP, Ethernet and IT. In order to truly capitalize on your network investment you have to invest in the people and processes that turn the investment into revenue streams.

MARKETS OF ONE CONSULTING will develop a sales force strategy designed specifically for your organization. A strategy that is based on proven techniques – one that has worked for fortune 500 companies around the world.

And, yes we will partner with you to implement these strategies. From creating the plan, to mentoring your sales leadership team to conducting sales workshops we will be there with you each step.

Contact us today to talk about how we can help you create a culture in your organization that is focused on the next generation of telecommunications and the generation of today's ever demand customers.

At MARKETS OF ONE CONSULTING our goal is to help you succeed with your customer.