



Convergence in the New Marketplace

PROGRAM OVERVIEW

Telecom sales teams often struggle with how to achieve outstanding results and fill the funnel with strategic business that exceeds leadership expectations. Hill Associates' two-day program *Convergence in the New Marketplace* ensures sales enablement in today's complex world of telecommunications.

Our program provides an overview of holistic selling techniques that result in a positive return on investment (ROI). This interactive program examines the concepts of convergence, as well as where and why the concepts fit in today's marketplace. The principal goal is to encourage critical thinking about the products and services various players offer so that participants can uncover new opportunities and drive additional revenue. This program is intended to be customized for a specific provider so that examples of the provider's solutions can be mapped into the lessons and the final case study. The case study encourages participants to discover new, strategic opportunities and to pose questions that address solutions resulting in new revenues.

The program has five primary objectives.

- Examine the business of convergence
- Discuss the five critical convergence technologies
- Explain the "where it fits" not the "how it works" of solutions
- Define and practice applying a methodology for how to uncover convergence opportunities that drive new, sustainable revenue streams
- Inspire the desire to learn more about topics presented

Hill Associates will customize the program to meet your program goals. We will work with you to identify the specific solutions you wish to discuss, to understand your particular challenges regarding competition, and develop case studies that focus on specific challenges facing your customer's business.

About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

PROGRAM OUTLINE

Lesson 1: The Business of Convergence

- Creating value in the new converged network
- The Five Forces model
- The shifting changes in technology

Lesson 2: Where Does VoIP Fit in the New Paradigm?

- Why VoIP is not IPT
- Technology overview
- Enabling solutions
- Positioning solution choices

Lesson 3: Enabling New Services Capabilities

- Defining the platform of the future: MPLS
- Why there is more than one VPN alternative
- Positioning solution choices

Lesson 4: Complex Networks Bring Security Risks

- Security is not a firewall
- Defining information security
- Positioning solution choices

Lesson 5: Protecting Data

- Understanding BC/DRP
- The world of storage
- Positioning solution choices

Lesson 6

- Positioning solution choices

Case Studies

- A sales enablement template