



New Employee Orientation Program

PROGRAM OVERVIEW

A thoughtful new employee orientation (NEO) program cannot only reduce turnover and save an organization thousands of dollars, but it can also enable a jump start for new members of a sales team. Even if they are not new to the telecom industry, a new employee orientation program is designed to introduce and prepare new employees with the knowledge, skills, and tools necessary to perform his or her job efficiently.

Hill Associates has been a long time partner with many organizations within the telecom industry, and has developed, designed, and presented numerous new employee orientation programs focused on a partner's products and services, the underlying technologies that enable those products and services, and the competitive landscape.

Educational programs succeed when the burden of knowledge transfer is placed squarely upon the shoulders of the student. In this program, as with our long-term curricula, we use the "case model" of learning so that the students can actually experience the process by which companies make their application and networking decisions. A key part of this process is to challenge the students' assessment of case outcomes so that they pursue all of the alternatives. This educational process arouses the students' interest by making them active rather than passive participants in a business decision.

These types of programs typically have four primary objectives.

- Define key telecommunications terminology
- Cite examples of various types of telecommunications technology
- Identify and describe core products and services
- Identify sales opportunities for those products and services

Hill Associates customizes these types of programs to address the specific talent development program goals of our partners based on the audience, time frames, backgrounds of participants and travel budgets. We will work with you to identify the specific technologies and solutions you wish to focus on, to understand your particular competitive market, and develop case studies that focus on unique challenges facing your customers.

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.

SAMPLE PROGRAM OUTLINE Assuming a two-week program

Module 1: The Telecom Industry

- Terminology
- Competition

Module 2: Solution Selling

- The five elements of customer-specific value propositions
- Practice exercises

Module 3: Voice Concepts and Networks

- The PSTN, voice transmission, signaling
- Access and trunking options
- Moving to IP telephony
- Products and services
- Exercises and case studies

Module 4: Introduction to Data Networking

- OSI Reference Model
- The Internet Protocol Suite
- Access vs. transport
- Fast packet concepts
- MPLS
- Products and services
- Exercises and case studies

Module 6: Ethernet Services

- Ethernet vs. fast packet
- VLANs, MEF standards
- Products and services
- Exercises and case studies

Module 7: Other topics

- Storage, BC/DRP
- Security
- Mobility
- Products and services
- Exercises and case studies