



# Case Study

## Selling VoIP and IP Telephony

Spohn enables national carrier sales force to meet aggressive timeline for VoIP/IPTel roll-out

### The Challenge

A national Tier-1 telecommunications service provider was positioned to roll out Voice over IP solutions to sales organizations as part of their go-to-market strategy. In order to roll out this key new product, the carrier needed an effective training program to allow their sales representatives to aggressively seek opportunities and respond to customer demand for services. Initially, the customer retained a VoIP hardware product manufacturer to provide training, but immediately encountered learning problems.

### The Solution

Tailored Course Content and Delivery			
	Train the Trainer Course	Sales Engineer Course	Direct Sales Course
Phase 1 Pre-requisite for Selling VoIP Instructor-led Web-based	–	2-Hours	8-Hours
Phase 2 Selling VoIP/IPTel Instructor-led On-site	3-Days	4-Days	2-Days

The customer selected Spohn Training to tailor its Selling VoIP/IPTel course to meet their needs for:

- Market trends and customer purchasing drivers
- Knowledge of the entire VoIP/IPTel solution
- Expertise of selling based on TCO and ROI

Within ninety-days of meeting with the customer, one month ahead of schedule, Spohn developed, tested, and delivered an entirely customized two-phase training course. The course included a multi-phase approach to allow for increased knowledge retention. A total of five unique course agendas and materials were developed to cater to varying job descriptions and content requirements.

### The Results

The course provided the company's trainers, sales engineers and direct sales representatives with the in-depth knowledge the customer was seeking. Knowledge of total solution components, evaluation of customer business drivers, objectives and challenges, recommending the appropriate solution, and cost justifying the proposal were key topics covered. Following are just a few results from the course:

- Completed course development and testing 1 month ahead of schedule
- Enrolled 600+ students into curriculum
- Student average post-test scores were 97+ over pre-test scores of 65
- Instructors received an average student evaluation of 4.8 out of 5 based on reaction to the instructor, course materials, activities, duration and skills acquired
- Enabled the company to save cost and development time for internal follow-up curriculum by utilizing Spohn's in-depth content
- The customer integrated Spohn's Level 1 and 2 training measurement methodology and processes in replacement of their internal methods

### Quotes

***"I wanted to thank you personally for the partnership you exhibited and accomplished with regard to the VoIP Workshops."***

***With your assistance we were able to improve our completion time by one month, which as you know is like a year in this business at times."***

***I appreciated your partnership, flexibility, and willingness to make this training successful for the participants."***

***—Customer Director of Training***

For further information please contact our corporate office at 512.685.1000