



ADVANCED IP COMMUNICATIONS SOLUTIONS

The Advanced IP Communications Solutions program teaches students how to bridge the gap between IP communications services and an organization's business requirements. An IT manager uses the plan to calculate the Return-On-Communications (ROC) for an investment in premises, network, managed and mobility IP communications services. Improvement in an organization's operational efficiencies and productivity are used to calculate the Return-On-Communications (ROC).

Today, IT departments concentrate their spending on optimizing operational expenses and leveraging the existing asset base, while strategically building business focused solutions that enhance the company's competitive advantage. Business units and their IT departments are collaborating as never before, as a result there is an increasing demand for an investment in IP communications to be aligned to specific business solutions. Decision makers want assurance that their investment in IP communications will deliver an adequate return, with both tactical and strategic value.

Research shows that the two primary drivers to the adaptation of IP communications services are the current cost of administering, maintaining and managing multiple network services and the end of the serviceable life of the current PBX. Enterprises often find themselves with a legacy network infrastructure that is dated and difficult to manage, typically a result of multiple additions and extensions over the years. This inevitably impairs service and increases cost.

Cost savings will be derived directly from more efficient network management and increased functionality enabled by IP-based services. An investment in IP communications improves a organization's operational efficiencies, information productivity and enhances business processes by supporting unified communications.

Objectives:

Sales personnel will be able to:

- Use Return-On-Communications (ROC) to demonstrate the business benefits of migrating to IP communications services
- Determine the Operational Efficiencies and Productivity benefits that are supported by IP communications services
- Define the purpose of a Business Continuity Plan (BCP).

Audience:

- Account Executives
- Manufacture Representatives
- Directors/Sales Managers

Methodology:

- Lecture by multiple faculty team members
- Case study of real customers
- Role play to reinforce learning
- Back home plan on sales person's accounts
- Testing and quizzes daily
- Evening and back home assignments

Length:

- A 5 day focused workshop



ADVANCED IP COMMUNICATIONS SOLUTIONS - COURSE SCHEDULE

Strategic IP Communications	Monday	Business Continuity Planning	Thursday
Student orientation <ul style="list-style-type: none"> • Return-On-Communications • IP Communications Value • IP Communications Risk • Test 	Afternoon	<ul style="list-style-type: none"> • Business Continuity Planning (BCP) • BCP Lifecycle • Final IP Solutions Test 	Morning
<ul style="list-style-type: none"> • Evening Assignment & Case Study 	Evening	Personal Implementation Plan <ul style="list-style-type: none"> • Pre-Call Planning tools • Getting in to see the right people • Identifying customer decision process • Analyzing the 7 key areas of a customer network 	Afternoon
Operational Efficiencies Solutions	Tuesday	Sales Presentation & Back Home Plan	Friday
<ul style="list-style-type: none"> • Operational Efficiencies • Premises Solutions 	Morning	<ul style="list-style-type: none"> • Teams create sales proposals for Friday 	Evening
<ul style="list-style-type: none"> • Network Solutions • Managed Solutions • Test 	Afternoon	<ul style="list-style-type: none"> • Sales proposals and negotiating the IP Sale • Closing Strategies • Team presentations and proposals 	Morning
<ul style="list-style-type: none"> • Evening Assignment 	Evening	Test results reviewed <ul style="list-style-type: none"> • Back home plans and Capstone Project privately reviewed with Faculty advisor • Certificates issued for successful completion 	Afternoon
Productivity Solutions	Wednesday		
<ul style="list-style-type: none"> • Productivity Solutions • IP Telephony Productivity 	Morning		
<ul style="list-style-type: none"> • IP Telephony Productivity (cont.) • Test 	Afternoon		
<ul style="list-style-type: none"> • Teams study for finals 	Evening		

This section teaches sales personnel how an investment in IP communications services will provide a measurable Return-On-Communications (ROC) for a customer. Customers are concerned that the migration to IP-based communications will impact their business. Return-On-Communications is a measurement of the business value IP communications brings to an organization. IP communications value selling demonstrates to the customer how they will get a Return-On-Communications for their investment in IP communications services.

Objectives:

On completion of this course, the student will be able to:

- Prepare a Strategic IP Communications plan
- Explain how IP communications services provide IP communications value
- Describe how IP communications services ensure Business continuity
- Explain the Different Phases of an IP Communications Project

Sections:

1. Strategic IP Communications

- Strategic IP Communications
- Return-On-Communications
- Case Study: ABC Metro

2. IP Communications Value

- Customer Value Cycle
- IP Communications Value
- IP Communications Value Tools
- Case Study: ABC Metro

3. IP Communications Risk

- Business Continuity
- Network Architecture
- Network Security
- Case Study: ABC Metro

4. IP Communications Project Management

- IPC Project Management Lifecycle
- Pre-Migration
- Migration
- Post-Migration
- Case Study: ABC Metro

This section teaches sales personnel that converging multiple services into a single IP-based platform, can improve a businesses network operational efficiencies. IP communications services can reduce the complexity of the customer's network infrastructure and provide an effective means to reduce the network's Total Cost of Ownership (TCO). Total Cost of Ownership (TCO) can be used to compare the current network costs and the expected costs of future IP network over a period of time and calculate the costs of an investment in IP communications services.

Objectives:

On completion of this course, the student will be able to:

- Explain how IP communications services reduce network complexity and costs
- Demonstrate how IP communications services can reduce a customer's Total Cost of Ownership

Sections:

1. Operational Efficiencies

- Operational Efficiencies
- Network Management
- Total Cost of Ownership
- Case Study: ABC Metro

2. Premises Solutions

- Total Cost of Ownership
- IP Telephony TCO
- Wired/Wireless LAN TCO
- Case Study: ABC Metro

3. Network Solutions

- Total Cost of Ownership
- Network Solutions
- IP-VPN Solutions
- Case Study: ABC Metro

4. Managed Solutions

Today's section teaches sales personnel how an IP communications network improves productivity by providing users real-time access to information and presence-enabled communications tools. Improving user productivity can result in increased production, sales and revenue. Presence-enabled communications provides information about a device or user's current online availability. By indicating who is online and who is away, provides availability information that can be used to help determine who is available to answer a question or complete a task improving corporate productivity.

Objectives:

On completion of this course, the student will be able to:

- Explain how IP Communications Services will improve productivity
- Describe how IT mobility will provide users real-time access to information and support presence-enabled communications

Sections:

1. Productivity Solutions

- Productivity Overview
- Virtual Workplace
- Unified Communications
- Presence-Enabled Communications
- Case Study: ABC Metro

2. IP Telephony Productivity

- IP Telephony Platforms/Deployment
- Unified Messaging (UC)
- Unified Communications (UM)
- Case Study: ABC Metro

3. IT Mobility Productivity

- IT Mobility Applications
- IT Mobility Services
- Case Study: ABC Metro

The morning section teaches sales personnel how IP communications is an integral part of creating a business continuity plan. All companies regardless of size, need to identify their critical business components and effectively manage risk around them, whether from a tornado, hurricane, earthquake, or any other kind of crisis. Taking a proactive approach to business continuity is essential for being prepared to respond when disaster strikes. Plans should specify redundant systems, backup-sites, employee communications and alternative work sites. They should also include a process for maintaining customer communications immediately following the crisis, and proceeding until things return to normal.

Objectives:

On completion of this course, the student will be able to:

- Describe the Importance of a Business Continuity Plan (BCP)
- Explain the Business Continuity Planning Lifecycle
- Conduct a Business Impact Analysis (BIA)

Sections:

1. Business Continuity Planning

- Business Continuity Planning Benefits
- Disaster Recovery
- Risk Assessment
- Case Study: ABC Metro

2. BCP Planning Lifecycle

- BCP Lifecycle
- Business Impact Analysis
- Case Study: ABC Metro

All of our courses conclude with a back home plan on how each student will implement what they've learned. We work with them from the pre-call planning stage right through closing the sale. This really helps the student relate the training to their sales territory and helps them start making more effective sales calls when they return to the office. Students are encouraged to bring information about a specific account. We don't need to know account names and we'll keep our coaching on a private basis. The students will also complete their case study on ABC Metro with a sales proposal presented in small teams. This final exercise incorporates every aspect of what was learned during this intense week.

Objectives:

On completion of this course, the student will be able to:

- Efficiently and effectively plan for every sales call
- Uncover more sales opportunities
- Overcome objections
- Navigate through the customers' hierarchy
- Be perceived as a great asset to their clients
- Out position competitors
- Close more business

Sections:

1. Pre-Call Planning Process

- Thorough and efficient pre-call planning
- Planning job aids to use at home

2. Understanding Your Customer

- Customer Personality Types – What Motivates Them To Buy?
- Strategies for Increasing Rapport.

3. Getting To The Decision Maker

- Tools For Determining The Customer's Role In The Decision Making Process.
- Getting Past the Gatekeepers.
- Obtaining Multi-Level Buy-In.

4. Reading the Customer

- Listening Skills.
- Recognizing "Buy Signs".
- Knowing When To Give Up.

5. Analyzing the 7 Key Areas of Every Network

- Mapping The Solution To The Customer's Situation
- Outlining The Benefits

**ADVANCED IP COMMUNICATIONS SOLUTIONS - DAILY AGENDA
FRIDAY - SALES IMPLEMENTATION PLAN (CONTINUED)**

Students continue to learn more skills by completing their case study work on ABC Metro. They will role play as a member of a sales team and contact the decision maker of ABC Metro. The goal is to use everything they've learned during this intense week and close the sale.

The teams will also talk to their assigned faculty member about their Capstone Project. This is a back home project where the student has required tasks that must be accomplished with an actual client. Steps include pre-call planning, analyzing the customer and their decision making process, fact finding, current network analysis and an overview of their solution with customer benefits.

Certificates will be issued based on course test score and upon successful completion of the Capstone Project.

Objectives:

On completion of this course, the student will be able to:

- Efficiently and effectively plan for every sales call
- Uncover more sales opportunities
- Overcome objections
- Navigate through the customers' hierarchy
- Be perceived as a great asset to their clients
- Out position competitors
- Close more business

Sections:

1. Negotiating / Overcoming Objections

- Driving The Important Issues
- Dealing With Customer Indecision
- Dealing With Hostile Customers

2. Effective Closing Strategies

- The 5 Key Steps To Finalizing The Deal

3. Team Sales Presentations on ABC Metro Case

4. Reading the Customer

- Private review with a faculty member on test results and Capstone project

5. Certificates issued for successful course completion



ADVANCED IP COMMUNICATIONS SOLUTIONS - LOCATION INFORMATION

Applied Learning Solutions' new Center for IP Studies opens at the American Airlines Training & Conference Center

"ALS selected the American Airlines Training & Conference Center because the environment allows both individuals and groups to concentrate on the business at hand: the exchange of ideas & the unlimited potential of professional development and personal growth. Our courses are intense with morning, afternoon and evening sessions. We needed a facility that really catered to our student and faculty needs 24 hours a day. Another big plus is being located on DFW Airport property with a shuttle service picking us up at our terminals" said **Bob Etzel, President of Applied Learning Solutions**. The American Airlines Training & Conference Center has won such awards as the Successful Meeting's Pinnacle Award, a Paragon Award, and the Corporate & Incentive Travel Award of Excellence. This conference center features wireless high-speed internet access throughout the entire facility.



If you need accommodations, we highly recommend you stay in one of their 300 guest rooms. The guest rooms are a short walk to our classrooms. Each room features an individual work/study area, telephone with data ports and voice mail, cable TV, coffee makers, irons and ironing boards. All guest rooms feature wireless internet access. This facility is also equipped with a 4,000 square foot fitness center with an expert fitness staff on hand. Outdoor amenities include the courtyard swimming pool, sand volleyball, basketball and tennis courts. The property also provides a safe and pleasant environment for jogging and walking around the 30 wooded acres.

The American Airlines Training & Conference Center is located five minutes south of the Dallas/Fort Worth International Airport and provides on-call courtesy transportation to deliver you to the facility. The facility is located off two major highways – Highway 183 and Highway 360 – connecting Fort Worth and Dallas. For more detailed directions, please visit their website at www.aaconferencecenter.dolce.com.

You can make your hotel accommodations by calling the reservations line 817-956-1000. Remember to ask for the Applied Learning Solutions rate.

Please note all participants are responsible for making their own accommodations for their stay.



ADVANCED IP COMMUNICATIONS SOLUTIONS - STAFF AND FACULTY

Allan Bly

Allan is the chief architect of most of the IP Solutions courses. With over 25 years experience in the telephony and data environment, he is an international player in the networking field. As a speaker on IP communications, he has teamed with many of the major players in the industry, including NORTEL and Cisco and most of the Canadian communication providers. Al has a reputation for making the complex issues of connectivity understandable and for his unique business approach to technology. His consulting clients include some of the largest carriers and equipment companies in the world.

Jim Cavanagh

Jim is one of the top consultants and instructors in the country on IP and security topics. He has helped clients like ExxonMobil develop their global IP strategies. Jim is rated as our top faculty member for our engineering courses with clients like Cisco, Verizon and Federal Government accounts. He is also our top faculty member for our work with the independent rural telephone companies.

Norm Ellingson

Norm is the "Dean" of the IP Solutions classes and is responsible for the faculty and students during the sessions. He has more than 20 years' experience in sales and implementation experience and voice and data service instruction. His consultative sales skills and coaching skills courses have been used for over 10 years at one of the largest carriers in the country. Norm is frequently ranked #1 by his sales students out of our 60 member faculty. His enthusiasm, experience and mastery of the content make him the most sought after instructor in the industry on IP solutions topics.

Bob Etzel

Bob is the President and co-founder of Applied Learning Solutions. He has been one of the key figures in communications technology education since 1990. Before that Bob was an executive at SBC and was responsible for all Sales Operations for all sales distribution channels at that companies headquarters. In addition to his headquarters staff assignments he worked his way up every level of major account sales representative, sales manager and branch manager. Bob was responsible for the company's high profile account team that addressed some of the largest and most competitive cases in the company.

Jerry Griggs

Jerry is the Vice-President of Marketing for Applied Learning Solutions. Jerry has over 30 years experience in the telecommunications industry with AT&T, SBC, and Applied Learning Solutions. While employed by AT&T and SBC, he held executive positions in Sales and Marketing including Regional Sales Manager. This included years of focusing on the communications needs of state governments and health care institutions. Jerry was repeatedly recognized as one of the top salespeople for AT&T for nearly a decade. He is one of the few salespeople to have made the prestigious Presidents club twice. This meant he was in the top 1% of nearly 14,000 salespeople nationwide.



ADVANCED IP COMMUNICATIONS SOLUTIONS - STAFF AND FACULTY

Bruce Hall

Bruce has been employed in the wireless telecommunications industry for 35 years. As a senior engineer for Verizon he helped establish Bell Atlantic's first Wireless Network Planning organization. Bruce personally led project teams that fielded Verizon Communications' first Wireless Local Loop and Wireless Broadband Access trials. After retiring from Verizon Bruce began a series of Sales Engineering Management positions with wireless broadband equipment manufacturers working mostly in international markets.

In 2003 Bruce began his own wireless consulting practice. His primary business is in designing and deploying wireless broadband systems and Public Safety communications networks. His clients include Applied Learning Solutions, Andrew Corp, FEMA, Hargray Communications and The Adept Group. Current projects include designing and deploying mesh networks for the Port of Savannah and the Nashville Airport. Bruce is also currently building a self-funded Wireless ISP in Carroll County Maryland.

Frank Ohrtman

Frank is one of the top wireless and IP consultants available today. He has been a consultant on WiFi, WiMAX, VoIP, IMS projects for Government of Canada, Carrier Access Corporation, Telesciences, Tricom (Dominican Republic), WorldNet, (Puerto Rico), GeoTel, International Packet Communications Consortium and C-COM focused on transitioning telephone companies from TDM-Time Division Multiplexing to VoIP-Voice Over Internet Protocol. He has managed multiple requests for proposal (RFP) for VoIP softswitch acquisitions and transitions. He has also produced WiMAX seminars for Denver Telecom Professionals, Tricom and WorldNet. He has been a presenter at Voice on the Net (VON) on WiFi VoIP. Some of Frank's published works include:

WiMAX Handbook: Building 802.16 Wireless Networks, McGraw-Hill. May 2005

Voice over 802.11, Artech House March 2004.

Wi-Fi Handbook: Building 802.11b Wireless Networks, McGraw-Hill April 2003

Softswitch-Architecture for VoIP, McGraw-Hill, DEC 2002