

## SELLING WIRELESS SOLUTIONS ©

**W**ireless sales representatives need to know how to position emerging wireless products and services in the healthcare, hospitality, retail, municipal, government and rural markets. By understanding these markets the students will increase their effectiveness in selling wireless solutions that will result in shorter selling cycles, increased revenue and closer customer relationships.

There are significant benefits to wireless access including:

- **Convenience**                      Wireless networks allow users to access information from any convenient location.
- **Mobility**                              Meshed wireless networks allow users to access information from any convenient location
- **Productivity:**                      An employee can be more productive, since they can access business data anywhere/anytime.
- **Deployment:**                      It is easier to deploy a wireless vs. wired network.
- **Scalable:**                              Wireless networks can easily be upgraded based on the demand.
- **Cost:**                                      Wireless networks have significantly lower capital costs than wired networks.

**Audience:**

Wireless Sales Representatives

**Objectives:**

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

- Wireless Technologies & Economics
- Wi-Fi (802.11) Applications and Solutions
- Meshed Wireless Network Solutions
- WiMAX (802.16) Applications and Solutions

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### COURSE OUTLINE

- 1. Wireless Overview**
  - Wireless Spectrum (Licensed/Unlicensed)
  - Wireless LANS (Private/Public)
  - Wireless Broadband Networks
  - Wireless Economics
  
- 2. Wireless Local Area Networks**
  - 802.11 Operation and Standards
  - Wi-Fi Interoperability
  - WLAN Convergence
  - WLAN Applications/Solutions
  
- 3. Meshed Wireless Networks**
  - Meshed Architectures
  - Meshed Implementations
  - Meshed Convergence
  - Meshed Wireless Applications/Solutions
  
- 4. Wireless Broadband Networks**
  - Wireless Broadband Topologies (P2P/P2MP)
  - WiMAX (802.16) Standards/Operation
  - Wireless Broadband Convergence
  - Wireless Broadband Applications/Solutions