



THE RURAL AMBASSADOR ©

Strong sales tactics work in a large city. Marketing experts can pick and choose their target population. Small town living makes it simple because we're already picked. It's us. People have a different sense of community in a smaller town. "We're all in it together." People still buy and are sold products in Rural America but we know that offering a good product and selling by just being yourself is the right thing to do.

This sales program was built from the ground up for rural telephone companies to strengthen their sales results. It may sound low key, but we are very serious about increasing sales and protecting and expanding your market share. It was developed by three of the top Telco salespeople in the country. We know what works and this Ambassador program works well in rural America.

Overview:

Your product offerings are becoming more complex with higher prices. Your customers are being offered (or are at least hearing about) attractive alternatives to your service. This Ambassador program will prepare all customer facing employees to increase customer/product retention and increase "share of wallet" purchase decisions. This course has been deemed 'best practice' by a number of trade associations and all who execute its techniques. Students enjoy this very interactive one day session.

Who Should Attend:

The course is ideal for all customer facing employees. Managers, supervisors, inside and outside reps, business office staff and your I&M force.

COURSE OUTLINE

Morning

The customer vs. Technology

- The customer's focus and the telecom's focus
- Technology's reach and the customer's grasp

How growth strategies can actually limit customer loyalty

- 'Life in Excess'
- Overshoot
- The secret weapon of being 'local'

If Customers taught marketing, this is what they'd teach

- The customer's 4P's

Afternoon

Sales vs. Service - The age old debate

- The customer experience
- Unleashing the 'expert' within

If customers taught selling - The new paradigm in customer engagement

- Focused on customer desire to buy vs. selling
- Focused on differentiation vs. presentation
- Focused on natural dialogues that intrigue vs. a multi step sales formula
- Focused on the interpersonal experience of the transaction vs. the transaction itself.

Do's and Don'ts when on the phone with the customer

Do's and Don'ts when face to face with the customer

Customer Dialogues to take back to the office and use immediately

Back home plan