

Selling CDMA 1x Services



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Course Length	1 day
Course Code	NFS1X1
Prerequisites	None, however an Introduction to Data technologies course is extremely helpful
Course Overview:	This course focuses on properly selling new 1x wireless services. Newer wireless applications and benefits will be stressed so that the student can efficiently close sales.

*This course can be customized or combined to meet specific requirements

Course Outline

Background (How we got here)

- 1G, 2G, 2.5G, 3G
- Analog v/s Digital
- Transport Methods
 - Analog
 - TDMA
 - CDMA
 - GSM/PCs
 - iDEN
- Connections to the PSTN
- Connections to Internet

Data in the Wireless Market

- Review of Data Fundamentals
- Switched Networks
 - Circuit Switching
 - Packet Switching
 - Advantages of Packets
- Wireless packet technologies



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Wireless Data Applications

- Personal
- Business

A Better Look at 1x services

- Technology Overview
- Features
- Applications
- Benefits
- Security
- Next steps

Potential Customers

- Personal/Retail
- Business
- Vertical Markets
- Horizontal Markets

Service Providers

Sales Practices

- Applications focus
- Benefit focus

Sales Scenarios