

How Can RAD-INFO Help Your Company?

What Can RAD-INFO Do for Your Org?

- Telecom Agent
- 2. Go-to-Market
- 3. Marketing Strategy
- 4. Company Strategy
- Sales Training
- 6. Sales Quarterbacking
- 7. Channel Sales Enablement
- 8. Speaker
- 9. Author

Telecom Agent

- RAD-INO Inc can quote and procure services from over 200 providers including AT&T, Verizon, Comcast, Spectrum, Cogent and more.
- We can quote and procure colocation from over
 300 data centers around the world.
- We can find available fiber —lit or dark.
- UCaaS/Hosted PBX, Cloud Contact Center, CPaaS (text and minutes), Direct Routing to MS Teams, Al, chatbots and so much more.
- We have been a Telecom Agent since 1999!

Go-to-Market

- Launching (or re-launching) services
- Target, Messaging and Packaging
- The Whole Product Cycle:
 - from Engineering to Sales to Billing
- Vendor Selection
- Competitive Market Analysis
- Positioning or Laddering

Company Strategy

- Priorities & Focus
- What is profitable? Why?
- What skills does your staff have to leverage?
- Bottlenecks
- Best Practices
- Planning
- Hiring/Talent
- CEO coaching

Marketing (Strategy)

- Define your Marketing Plan.
- What is your Value Proposition?
- Who is your Ideal Customer?
- What is the Message?
- Work with marketing/PR team
- Coach up inside team.
- Craft an Editorial Calendar.
- Identify where prospects are.

Sales Training

- Train sales reps on products and sales.
- Not just techniques, but sales triggers mixed with product knowledge.
- Train CSR and Techs in Up-selling and Soft Selling Approaches.
- Live, on-site and via webinars.
- Coaching and Managing Sales Teams.
- Role-Play.
- Performance Review.
- Set-up a Sales System for your Org.

Sales Quarterbacking

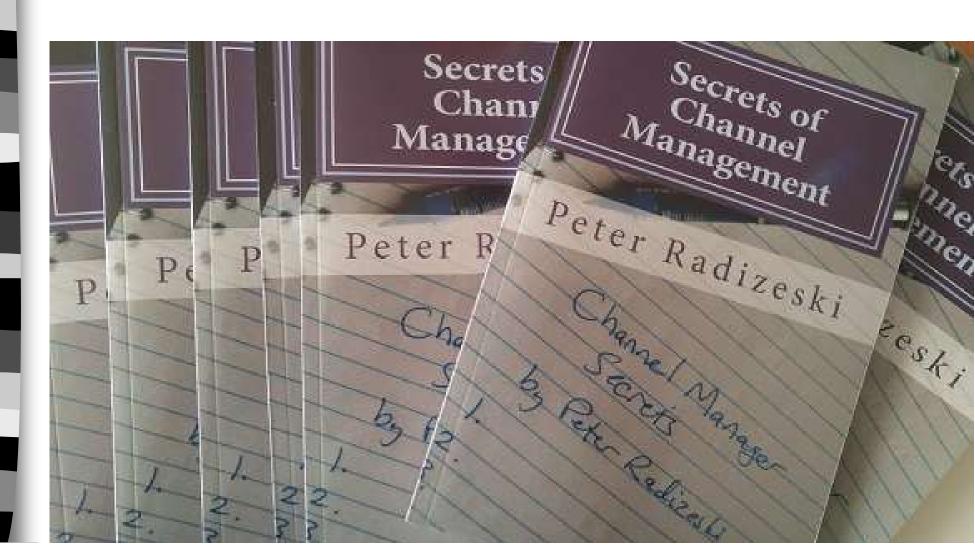
- Coaching of sales reps (and sales managers)
- Monitoring of sales activity
- Establish Key performance Indicators.
- Help sales reps with a daily routine.
- Examination of hurdles to sales success.
- Time Management Training.

Channel Sales Enablement

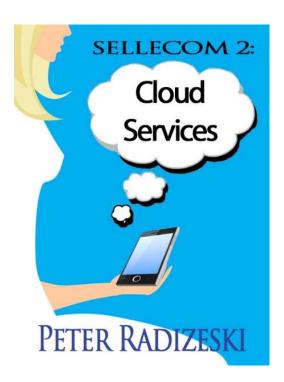
- Define Channel Plans/Goals.
- Craft Partner Profile.
- Marketing message = Value Proposition
- Deeper: components to enable channel partners to quote, order, status, trouble ticket and see commissions.
- Channel Manager Training
- Build or Invigorate or Boost your Channel Program

Secrets of Channel Management

- Train & Coach Channel Managers
- Keynote Sales Kick-offs



Author



- Over 7000 articles and blog posts published!
- Columnist for Channel Vision magazine.
- Books:
 - LIT BUILDINGS
 - SELLECOM 2: Selling Cloud Services
 - Secrets of Channel Managers
 - SELLECOM: 101 Ideas for Marketing in the Telecom Jungle

*available at Lulu.com or on Amazon Follow me on twitter @radinfo

Speaker

- Keynotes
- Panelist
- Educator
- Moderator
- Interviewer
- Live or Webinar



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#gle-yard

I have consulted to 100+ service providers of all sizes. Let me help you get to the next level.

Past Clients

- Vonage
- Verizon
- NEC
- Intermedia
- TPx/TelePacific
- Counterpath
- Hawaiian Telcom

- Netsapiens
- Broadsoft
- Metaswitch
- Turnium (SD-WAN)