



**How Can RAD-INFO
Help **Your Company?****



What Can RAD-INFO Do for Your Org?

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

RAD-INFO INC * 813.963.5884 * peter@rad-info.net



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, AI, 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

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Speaker

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

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Reach out
to me!



@peter@rad

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)