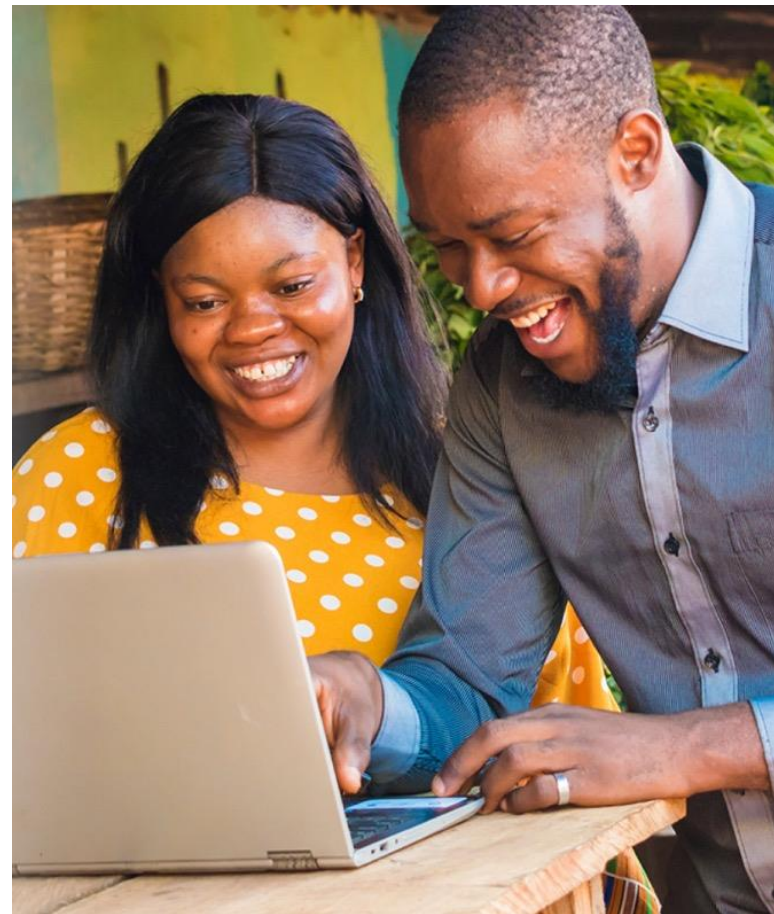


Dealer Training



SOLUTION SELLING

- The Dealer serves as a Sales Ambassador dealing directly with customers.
- We delve into Solution Selling as a strategy of choice, where the salesperson diagnoses the customer's needs in order to provide the right product and services.



Your role as Ambassador

Your role as an Ambassador is to live our values and take care of our customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during and after the customers' requirements are met.



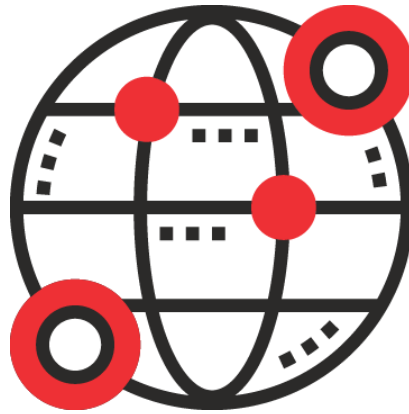
Our unique selling proposition

- The Dealer is a direct retail distributor of our Satellite Broadband internet services.
- We are in the business of selling fast, stable internet connectivity



Our unique selling proposition cont.

- Satellite technology enables a remote internet service alternative to copper and fibre and is a perfect solution in our country where remote areas struggle with connectivity due to infrastructure challenges.
- With global coverage through a network of satellites, we are offering our clients uninterrupted connectivity no matter where they are!



Selling features & benefits

The Dealer shall:

- interact with potential customers and educate our identified market about the features and benefits of our services; and ...
- demonstrate how our satellite offerings are going to improve lives.

The crucial key to selling the product is the difference between Features vs Benefits.

Selling features & benefits cont.

- Features – are surface statements about your product, such as “ the what” it can do – its colour, weight, dimensions, size, specs and so on.
- Benefits – describe why the advantage is valuable in a way that emotionally connects the customer ... how it will add value to their lives? – how it will make them safer, smarter, save time etc.

Identifying your target market

- Identifying a target market helps your company develop effective marketing communication strategies.
- A target market is a set of individuals sharing similar needs or characteristics that your company hopes to serve.
- These individuals are usually the end users, most likely to purchase your product.

Nigeria focus areas



Nigeria is the biggest economy in Africa. The main activities are connected to the Agriculture, Trade & Accommodation, Oil & gas, Telecommunication, Finance & Manufacturing. Understanding each segment needs will enable you to provide a strong product proposition.

Nigeria focus areas

Let's take a look at the top 3 industries

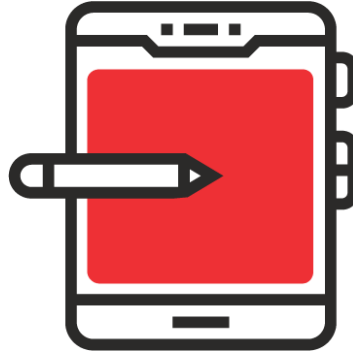
- Primary Industries – such as:
 - Agriculture: farming, forestry and fishing
 - Mining & Quarrying
- Secondary Industries – such as:
 - Manufacturing
 - Electricity, gas and water
 - Construction
- Tertiary Industries – such as:
 - Trade & Accommodation
 - Transport, storage and communication
 - Business services, finance & real estate
 - General Government services
 - Community services



The Agriculture Sector – where we can help farmers to grow and enhance their agricultural processes by creating real time farms.

Secondary industries

- The Manufacturing Sector – where the monitoring of business functions – to predict failures before they occur – becomes a function manufacturers can now control.



- The Accommodation & Hospitality Industry – with Satellite they can now, as micro businesses, meet the needs of their mobile connected guests & increase the growth and exposure of their businesses.



- Business Services – to enable businesses to reach a wider customer base without limitations, and connect in remote areas.



- Community Services – where the education sector in rural schools, learning centres and small colleges have a pressing need for internet connectivity in order to keep up with international standards.



The customer & the sale journey

- The sales cycle is very short and we only have a limited window of opportunity to convert our prospects into customers.
- When we meet potential customers in any way, we most often have no background information on who they are, let alone what their needs, wants or desires are.

The art of persuasion

- Having strong sales skills in place is so important.
- “Qualify” your customer – this means that you have determined the customer is interested in your services and is a good fit.
- Qualified sales leads have a higher return on investment and higher close rate.

The art of persuasion cont.

- The basic formula for the art of persuading people is probably 2,500 years old and goes back to Aristotle and the ancient Greeks. In short, and in a very simplified version, the Aristotle formula in modern dress is:
- Problem – we begin our dialogue by getting the customer to focus on their problem.
- Promise – in this section you explain how you will solve the problem mentioned.
- Proof – because we live in an age of scepticism, here we focus on your proof or evidence that you can deliver.
- Price – as we have qualified our customer, we know they can afford our services.

Building long term relationships

- Listen to your customers.
- By listening, you build trust, mutual understanding and will realise your customers' needs.
- Simple actions can equal huge returns.

Building long term relationships

- Customers spend up to 10% more for the same product with better service.
- When customers receive good service, they tell 10-12 people on average.
- This is word of mouth advertising.

Building long term relationships

- When customers receive poor service, they tell upwards of 20 People.
- Good news travels, but bad news travels even faster!
- When operating in small communities in remote areas, we do not want to make our pool of potential clients even smaller due to bad service.

Building long term relationships

- There is a 91% chance that poor service will dissuade a customer from ever going back to a company.
- No customer wants to be caught in a cycle of poor service.
- There is an 82% chance that customers will repurchase from a company where they were satisfied.
- We want to keep increasing our sales with our customers and to achieve this we cannot just focus on finding new customers, we also have to ensure that we are getting repeat purchases from our existing customers.



The End