



**April 2013**  
**Senior Account Executive**  
**New Hire Training Syllabus**

**PREPARED BY:**

John W. McEntyre

*Sales Training Manager*

Cox

April 4, 2013

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## II. ISU Program Introduction & Expectations

Welcome to Cox ! Cox Sales University (CSU) New Hire Training Program is designed to provide an overview of the Mission and Vision of the organization from a Sales Leadership perspective and provide the education, tools, and resources to prepare you for field success as an Account Executive in the Telecommunications industry.

**Instructor Led Training (Weeks One and Two)** – Spans 10 days total (Monday – Friday), from 8:00AM until 5:00PM daily with **B R E A K S** and **L U N C H** scheduled during this timeframe. In addition, there will be a suggestion for activities for Week three that are up to the local market sales leadership to conduct (if desired).

Training will move along at a very fast clip. In the essence of respect for your co-workers and the management team, please make every possible effort to be on time and ready for class at the scheduled time each day. In the event that a module does not get fully covered in the time allotted, class will run until it has been completed. This ensures all material is covered and that each day starts at the appropriate point.

*\*NOTE – If you have scheduling concerns please let both your manager and the Sales Trainer know so that accommodations can be made.*

Sales Training Partner	
Sales Engineers	
National Sales Training Managers	
Office Address	

## I I I . W e e k O n e

T U E S D A Y N O V 1

*Items Needed:**Pen & Paper*

Time	Topic	Conducted By
8:00AM	<b>Welcome and Orientation</b> Attendee Introductions Syllabi and Class Expectations Provide Training Binders Cox YouTube	<b>STP or Local Trainer</b>
9:30AM	<b>Office Tour</b>	<b>STP</b>
10:00AM	<b><u>Cox Welcome</u></b> Cox Orientation <b><u>The Cox Difference</u></b>	<b>Sales Director/VP</b>
10:45AM	<b>B R E A K</b>	
11:00AM	<b>HR and I9's</b> New Employee Paperwork Q&A Company Pictures	<b>HR Partner</b>
12:00PM	<b>L U N C H</b>	
1:00PM	<b><u>Introduction to Telecom</u></b> Telecom history & industry background, telecom products and transport, telecom acronyms and vocabulary	<b>STP</b>
3:00PM	<b>B R E A K</b>	
3:15PM	<b><u>A Brief History of Telecom</u></b> <b><u>Print and Discuss Telecom Overview</u></b>	<b>STP</b>
4:30PM	<b>Daily Wrap Up</b>	<b>STP or Local Trainer</b>

**H O M E W O R K - F o r W E D N E S D A Y**

- **Read Material for Salesforce.com**
- [http://www.salesforce.com/services-training/training\\_certification/online/](http://www.salesforce.com/services-training/training_certification/online/)
  - Getting Started with Salesforce CRM Navigation
  - Getting Started with Salesforce CRM Sales
  - Getting Started with Reports & Dashboards
  - Social Media Goes to Work: Chatter

# W E D N E S D A Y                      N O V                      2

**Items Needed:**

*Pen & Paper*

*Your Laptop & Charger*

Time	Topic	Conducted By
8:00AM	<b>Computer Set Up for Salesforce.com / Recap</b>	<b>STP</b>
9:00AM	<b>HR Orientation Call</b>	<a href="#"><u>Web Connect</u></a>
	ONLY attend the Benefits section Call Info: (800) 430-1833 and code 4538101	
	<b>Supporting Documents</b>	
	<a href="#"><u>HR Call Agenda</u></a>	
	<a href="#"><u>Employee Handbook Presentation</u></a>	
	<a href="#"><u>Benefits Guide</u></a>	
12:00PM	<b>L U N C H</b>	
1:00PM	<a href="#"><u>Salesforce.com Training</u></a>	<b>STP or Local Trainer</b>
	Set Up and Intro	<b>(with Local Salesforce SME)</b>
	<b>Navigation</b>	
	Navigation Review & Searching for Records	
1:45PM	<b>Working with Leads</b>	
2:00PM	<b>B R E A K</b>	
2:15 PM	<b>Working with Accounts and Contacts</b>	
	<b>Tasks, and Events</b>	
3:00PM	<b>Working with Opportunities</b>	
	<b>Sandbox Practice (SFDC test site)</b>	
4:00PM	<b>B R E A K</b>	
4:15PM	<b>Reports, Dashboards &amp; Forecast</b>	
	<b>Chatter</b>	
	<b>Sales Managers Expectations</b>	
	<b>Supporting Documents</b>	
	<a href="#"><u>Day One Activities</u></a>	
	<a href="#"><u>Quick Reference Guide</u></a>	
	<a href="#"><u>How do I get Credit for my Activity?</u></a>	
	<a href="#"><u>Salesforce for Outlook</u></a>	
	<a href="#"><u>Salesforce Console</u></a>	

# T H U R S D A Y                      N O V                      3

**Items Needed:***Pen & Paper*

Time	Topic	Conducted By
8:30AM	<b><u>FABulous Product Intro</u></b> Introduction into Cox Products	<b>STP or Local Trainer</b>
10:00AM	<b>B R E A K</b>	
10:15AM	<b>Introduction to Products – Telecom 101 Continued</b>	
11:00 AM	<b><u>Introduction to Products – Voice Services</u></b> SIP Solutions, Lines, Digital Trunks, ISDN PRI Calling Features, Single Number Service, Configuration Options, Market Expansion DID Service, Voice & FAX Messaging, Email & SMS Notification Long Distance Service, Value Plans	<b>STP or Local Trainer</b>
12:00PM	<b>L U N C H</b>	
1:00 PM	<b><u>Voice &amp; Web Conferencing Services</u></b> Voice Conferencing, Audio Conference Now WebConnect Web Conferencing	<b>STP or Local Trainer</b>
1:30PM	<b><u>Introduction to Products – Internet Services</u></b> Access Types – DSL, T1, DS3, Ethernet, IP Network, ISP Services – <u>ISP Package, Email, Web Hosting, Online Data Storage</u>	<b>STP or Local Trainer</b>
2:30PM	<b>B R E A K</b>	
2:45PM	<b><u>Fabulous Product Review</u></b> Student Teach-Backs	<b>STP or Local Trainer</b>
4:45 PM	<b>Wrap up</b>	<b>STP or Local Trainer</b>

# F R I D A Y                      N O V                      4

## Items Needed:

*Pen & Paper*

Time	Topic	Conducted By
8:00AM	<a href="#"><u>CPQ Training</u></a> Navigation Opportunities Docusign	STP or Local Trainer
10:00AM	<a href="#"><u>Introduction to Products – SIP Services</u></a>	STP or Local Trainer
11:00 AM	<a href="#"><u>Introduction to Products – Ethernet Services</u></a>	STP or Local Trainer
12:00PM	<b>L U N C H</b>	
1:00PM	<a href="#"><u>Introduction to Products – VPN &amp; MPLS</u></a>	STP or Local Trainer
1:30PM	<a href="#"><u>Introduction to Products – PBX Services</u></a> <b>PBX Services</b> On Premises Services Prime, Pro, & Premier Hosted PBX	STP or Local Trainer
2:00PM	<a href="#"><u>Introduction to Products – Cloud Based Firewall</u></a>	
2:30PM	<a href="#"><u>Business Connect Bundles</u></a> Business Connect - T1 = \$299 BIZ1T Business Connect - T2 = \$524 BIZ1T, BIZT1ADD Business Connect - T3 = \$749 BIZ1T, BIZT1ADD Business Connect - E3 = \$299 BIZ3E Business Connect - E5 = \$399 BIZ5E Business Connect - E10 = \$599 BIZ10E Business Connect - E15 = \$799 BIZ15E Business Connect - E20 = \$899 BIZ20E Business Connect - E30 = \$999 BIZ30E	STP or Local Trainer
3:00PM	<b>B R E A K</b>	
3:15PM	<a href="#"><u>Competitive Landscape</u></a> Where Cox fits in the Market	STP or Local Trainer
4:45 PM	<b>Wrap up</b>	STP or Local Trainer

## I V . W e e k T w o

M O N D A Y N O V 7

**Items Needed:***Pen & Paper**Your Laptop & Charger*

Time	Topic	Conducted By
8:00AM	<b>Review Week One</b>	<b>STP or Sales Training Mgr</b>
8:30AM	<b>Sales Manager Meetings</b>	<b>Sales Managers</b>
9:30AM	<b><u>Sales Process Introduction</u></b> <b><u>Sales is like... exercise</u></b> <b><u>The Path to the Sale</u></b>	<b>Sales Managers</b>
10:30AM	<b>B R E A K</b>	
10:45PM	<b><u>Building a Sales Routine</u></b>	
11:30PM	<b>Class Work - Building a Sales Routine</b> Use <b><u>Routine Worksheets</u></b> Populate Outlook	<b>STP or Sales Training Mgr</b>
12:00PM	<b>L U N C H</b>	
1:00PM	<b><u>Selling the Appointment</u></b> <b><u>The Impact Statement</u></b> Getting the Prospects Attention <b><u>Effective Delivery</u></b>	
2:00PM	<b><u>Class Work – “The Impact Statement &amp; Script”</u></b> Compose and Present a Compelling Script Impact Statement & a Usable Script	
3:00PM	<b>B R E A K</b>	
3:15PM	<b>Sales Forms Introduction</b> View various versions on TIPS Become familiar with the primary tabs Tying CPQ into the Paperwork	<b>STP or Local Trainer or Local SME</b>
4:45PM	<b>Daily Wrap Up</b>	



## T U E S D A Y      N O V      8

**Items Needed:**

*Pen & Paper*

*Your Laptop & Charger*

Time	Topic	Conducted By
8:00AM	<b>Sales Collateral Review</b>	<b>STP or Sales Training Mgr</b>
8:30AM	<u><a href="#">The Path - Prospecting</a></u> Develop a Strategy & Plan	
9:30AM	<b>Class Work – Write up a Prospecting Plan</b>	
10:15AM	<b>B R E A K</b>	
10:30AM	<b>Role Play – “Setting the Appointment”</b> Work on Making Calls in Class	
12:00PM	<b>L U N C H</b>	
1:00PM	<u><a href="#">The Path - Getting to Qualified</a></u> Setting the Agenda Obtaining Mutual Agreement The Discovery Process Using the Customer Profile Checklist aka. Your Map The Trust/Credibility Scale Opportunity Red Flags Setting Next Steps	
2:30PM	<u><a href="#">Class Work – “The Discovery”</a></u> <u><a href="#">Prepare Questions for your Sample</a></u> Business Appointment	
3:00PM	<b>B R E A K</b>	
3:15PM	<b>Role Play – “The Discovery”</b> Individually Complete How to Conduct a Thorough Discovery Showcase your Abilities	
4:45PM	<b>Daily Wrap Up</b>	

# W E D N E S D A Y                      N O V                      9

**Items Needed:**

*Pen & Paper*

*Your Laptop & Charger*

Time	Topic	Conducted By
8:00AM	<p><a href="#"><u>Reading a Bill &amp; CSR</u></a></p> <p>Local Exchange Carriers (LEC) Example Bills</p> <p style="padding-left: 40px;">Competitive Local Exchange Carriers Example (CLEC) Bills</p> <p style="padding-left: 40px;">Hosted and Managed Companies Example Bills</p> <p style="padding-left: 40px;">VOIP Companies Example Bills</p> <p style="padding-left: 40px;">ISP's Example Bills</p>	<b>STP or Sales Training Mgr</b>
9:00AM	<p><a href="#"><u>Core Products Review</u></a></p> <p style="padding-left: 40px;">Value Proposition</p> <p><b>Class Work – Questions about Cox Core Products</b></p> <p style="padding-left: 40px;">Build a list of question for Initials that will position</p> <p style="padding-left: 40px;">Cox Core Products</p>	
10:30AM	<b>B R E A K</b>	
10:45AM	<p><a href="#"><u>The Path – The Proposal</u></a></p> <p style="padding-left: 40px;">Setting the Agenda</p> <p style="padding-left: 40px;">Has Anything Changed?</p> <p style="padding-left: 40px;">Cox Solution – Bound Proposal</p> <p style="padding-left: 40px;">Controlled Explanation</p> <p style="padding-left: 40px;">The Contrast Proposal - <i>Economic, Enhanced, Complete</i></p>	<b>STP or Sales Training Mgr</b>
12:00PM	<b>L U N C H</b>	
1:00PM	<p><b>Class Work – “The Agenda”</b></p> <p style="padding-left: 40px;"><a href="#"><u>Develop a sample Agenda</u></a></p> <p style="padding-left: 80px;">Set Expectations</p>	
2:00PM	<p><a href="#"><u>Class Work – Sales Forms</u></a></p> <p style="padding-left: 40px;">Sample Configurations</p>	
3:00PM	<b>B R E A K</b>	
3:15PM	<p><a href="#"><u>Class Work – “Building the Proposal”</u></a></p> <p style="padding-left: 40px;">Sample Business Bill</p> <p style="padding-left: 40px;">Identify &amp; prepare a business solution</p> <p style="padding-left: 40px;">from Discovery process</p>	
4:45PM	<b>Daily Wrap Up</b>	

# T H U R S D A Y                      N O V                      1 0

**Items Needed:**

*Pen & Paper*

*Your Laptop & Charger*

Time	Topic	Conducted By
8:00AM	<b>Quiz – Reading a Bill &amp; CSR</b> Use Sample Bills from Your Market to Analyze	<b>STP or Sales Training Mgr</b>
8:30AM	<b>Role Play – “The Proposal”</b> Polished Proposals Individually Complete and Video Professional Proposals that Win	
10:00AM	<b>B R E A K</b>	
10:15AM	<b>Managed &amp; Hosted Product Review</b> Value Proposition	
11:15AM	<b>Class Work – Questions about Cox Managed Products</b> Build a list of question for Initials that will position Cox Managed Products/Solutions	
12:00PM	<b>L U N C H</b>	
1:00PM	<b><u>The Path – Verbal Commitment</u></b> <u>Gaining Commitment</u> <u>Overcoming Objections</u> Establishing Next Steps Contact Preferences	
2:30PM	<b>Class Work – Verbal Commitment</b> Develop a List of Common Objections	
3:15PM	<b>B R E A K</b>	
3:30PM	<b>Role Play – “Gaining Commitment”</b> Overcoming Objections	
4:45PM	<b>Daily Wrap Up</b>	

# F R I D A Y                      N O V                      1 1

**Items Needed:**

*Pen & Paper*

Time	Topic	Conducted By
8:00AM	<p><b><u>The Path - Closing the Deal</u></b></p> <p>Asking for the Business            Trial Closes            Techniques &amp; Approaches            What if They Say "No?"</p>	STP or Sales Training Mgr
9:00AM	<p><b>"After the Sale, if Won"</b></p> <p>Setting Proper Expectations &amp; Next Steps</p>	
10:00AM	<b>B R E A K</b>	
10:15AM	<p><b>Role Play – "Put it all together"</b></p> <p>Run thru an entire sales lifecycle            Assessment Forms (<a href="#">Instructor</a> <a href="#">Peer</a> <a href="#">Self</a>)            Role Play Samples</p> <p style="padding-left: 40px;"><a href="#">Analog or SIP</a>  <a href="#">T-1 or SIP</a>  <a href="#">High Speed Internet</a>  <a href="#">Multi - Site</a></p>	
12:00PM	<b>L U N C H - Those Needing to Travel May Leave</b>	
1:00PM	<p><b>"After the Sale, if Lost"</b></p> <p>Tracking &amp; Next Steps</p>	
2:00PM	<p><b>Class Work - Sales Forms Review</b></p> <p>Complete Sample Job Packets</p>	
3:00PM	<b>B R E A K</b>	
3:15PM	<p><b>Role Play – "Put it all together" - continued</b></p> <p>Run thru an entire sales lifecycle</p>	
4:15PM	<p><b>Territory Management</b></p> <p>What to Expect in the Field                              Customers, Raving Fans,                              Contracts, Not-so's, etc.</p> <p>Working Smart</p>	
4:45PM	<b>Daily Wrap Up</b>	