

2019 COURSE CATALOG

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On-Demand Video Sales Training Courses, Classes and
Modules for the Telecommunications Industry

d2dcable.com



High-Speed Internet



Digital Video



Telephony



Home Security

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21st Century Sales Training!

Selling is a learned skill. We teach people how to sell.

D2D Cable is the premier sales training company in the world for the telecommunications industry. Our unique delivery system brings our ***proven, step-by-step how-to video sales training courses, classes, coaching modules and brief Video Sales Tips*** right to the individual computer screens, laptops, tablets and Smart Phones of salespeople everywhere in the world on-demand, 24/7. With our program, all anyone needs to become a better sales person is access to the Internet and a desire to make more sales and earn more money.

Door-to-door sales is our flagship course (*hence the company name*), but our expert-level knowledge of the consultative sales process and our extensive telecommunications industry experience led us to create this entire catalog of step-by-step, on-demand video sales training content for every point of direct customer contact within the telecommunications industry. From door-to-door cold call sales to in-home service tech and installer RGU upgrades, ***we teach people how to sell!***

On behalf of all of us at D2D Cable, good selling!



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Video Courses & Tips

Access to all on-demand video courses begins at:

<https://inpersonsales.digitalchalk.com>

Direct Sales Managers and Supervisors

Course: **Frontline Sales Supervisor Leadership**

This 3-section video course teaches direct sales field supervisors how to become and remain sales team *leaders*. It begins with a few facts about sales team leadership and then takes the participant through both the tangible functions of being a good supervisor, and through the *intangible aspects of sales team leadership*. It is a unique course and specific to door-to-door sales of video, high-speed Internet access and telephony.

60 Minute run time with 3 video components and 3 quizzes.

Course: **Effective Field Sales Coaching**

This offering is a stand-alone component of Frontline Sales Team Leadership that drills down on the specifics of how to be an *effective sales coach*. Its video component exposes the myth of “constructive criticism” and shows how to make the most of field visits using a proven 3-step process to provide effective positive feedback so that desired actions are rewarded and repeated and undesired actions are corrected and stopped. The online survey tool enables the coach to accurately track every field visit with every sales rep to indicate the progress of each rep and what, if any, additional training they could use to improve performance.

41 Minute run time with 3 video components and 3 quizzes.

Course: **Certification as an Effective Field Sales Coach**

This offering is a key ingredient of the D2D Cable success process for direct sales. A person *earns* the title of **Certified Field Sales Coach** when they can demonstrate comprehensive knowledge of the 5 components of the D2D Cable sales training course, have attended both the **Frontline Sales Supervisor Leadership** course and the **Effective Field Sales Coaching** course and passed all related testing, and they agree to follow the action guidelines for coaching others as set forth in the **Leader’s Guide to the Door-to-Door Sales Training Course**. Once earned, this Certification is transferable to any MSO or Telco in the world.

Time to earn certification status depends upon the person.

Course: [Leader's Guide to the Door to Door Sales Training Course](#)

This is the direct sales leader's guide for the support and delivery of the D2D Cable.com Door-to-Door Online Sales Training Course. This guide helps supervisors understand how best to use the 5-lesson course to help their sales reps quickly develop new sales skills or enhance those already in use.

31 Minute run time with 2 video components and 2 quizzes.

Everyone in Direct Sales

The *core* Door-to-Door Sales Training Course is comprised of the 5 Lessons listed below. **Each lesson runs about an hour** and consists of **3 video components**, each followed by an assessment test. The course includes a **Participant Workbook** and electronic tracking and reporting of all activity.

[Lesson 1: Introduction to Door-to-Door Cable Sales](#)

This lesson focuses on the mechanics necessary to be successful at door-to-door media sales; such as time and territory management, sales tracking and how to pick up money at the time of sale.

[Lesson 2: The Advanced Opening at the Door](#)

This lesson provides frontline reps with a proven process to starting the conversation with the prospect at the door. It offers step-by-step instruction on body language and positioning, word choice and sentence structure and how to put it all together to comfortably gain and maintain control of the encounter and get the conversation off to a good start.

[Lesson 3: Uncovering Buyer Needs](#)

This lesson begins advanced consultative sales training about how to ask the right type of question at the right time along with how to listen attentively to uncover buyer needs for your company's products, bundles and packages.

[Lesson 4: Presenting and Closing](#)

This advanced sales training lesson teaches reps a simple yet very effective formula of how to present the right services to the prospect that satisfy needs uncovered along with how to ask for the order so that closing is easy and the sale is made.

Lesson 5: Overcoming Objections

This advanced sales training lesson teaches reps how to accurately identify each of the 4 types of objections that exist and how to overcome each using a proven formula to keep the sale moving forward.

Advanced Sales Training and Role Play Modules

Course: Role Play Course - Opening at the Door

This is the brief coaching session that accompanies Lesson #2-The Advanced Opening at the Door. Mastery of The Opening is critical to success at door-to-door sales. This brief, clear and concise coaching session will enable everyone to remember and practice the 3 critical components of the process. **45 Minute exercise.**

Course: Role Play Course 3 - Features and Benefits

This is the brief coaching session that helps reps fully understand the difference between features and benefits, which is a critical success factor in sales and customer service. This brief, clear and concise coaching session will enable everyone to better understand these critical components of the sales process. **45 Minute exercise.**

Course: Role Play Course 3A - Uncovering Needs 3A

This course is an interactive role-play exercise that should be taken with 2 people—the student and a coach who can record answers to the exercises and provide feedback to the rep. This is the second of three role-play courses in the **Role Play Uncovering Needs Series**. This course has a required assignment. Prior to starting the video chalkboard, the rep must complete the Features and Benefits Graph and send it to drichards@d2dcable.com. The graph can be found in the course and directions are provided in step 1 of this course. **45 minute exercise.**

Course: Role Play Course 3B - Uncovering Needs 3B QLAQ

This is the third role-play course to practice uncovering needs. In this course, the rep is taken through a series of review and practice exercises to improve skills for steps 2-4 of the consultative sales process. Exercises include work on open and closed questions plus the components of the QLAQ process of having a sales conversation. **45 minute exercise.**

Course: [Role Play Course 4 - Presenting and Closing](#)

This is an interactive role-play course to practice and refine the skills taught in course 4-Presenting and Closing. Kim gives a brief review of the skills and then demonstrates the skills in the field. There are several role-play opportunities within the course. Reps should take this course with a supervisor or a coach so that they can practice during the role-plays. After completing the course, the post-coaching notes should be completed by the coach. **45 minute exercise.**

Course: [Role Play Course 5 - Overcoming Objections](#)

This is the original interactive coaching course to practice and refine the skills taught in Course 5 - Overcoming Objections. Kim gives a brief review of the skills and then demonstrates the skills in an actual sales conversation. There are several role-play opportunities within the course. Reps should take this course with a supervisor or a coach so that they can practice during the role-plays. After completing the course, the online evaluation notes should be completed by the coach. There are additional bonus role-plays at the end of the session for students who require or request more practice. **45 minute exercise.**

Specialty Courses

Course: [Selling Home Security](#)

This course is specific to those who go on-site to sell Home Security and Home Safety Packages. It shows an established home security expert, David Fuller, go through the entire process with each step being explained and dissected by the consultative sales expert, Kim Robinson. It is a custom course that shows how to use the consultative sales process to successfully sell Home Security Service and Home Safety Packages.

45 Minute run time for 3 video components and 3 short quizzes

Course: [How to Motivate a Sales Team](#)

This mini course offers clear insight into what does and does not act as motivators to sales people and goes through the three steps to actually build a motivated sales team. **12 Minute video.**

Course: [How Cable Works](#)

This 2-section class offers a clear and easy to understand explanation of the technology behind how hard line cable operators deliver digital video, high-speed Internet access and telephone service to people's homes. It also provides sales reps with detailed yet easy to understand instructions on how to spot illegal connections so that additional sales can be made. It is from a sales person's perspective and is fun and informative.

23 Minute run time for 2 video components.

Course: [Winback Sales](#)

This lesson deals specifically with how to approach, open and close Winback sales. From initial assumptions that need to be made, through the specific opening to be used, and all the way to how to make the best follow-up calls, this lesson covers it all. People who have gone through the 5-lesson course and have proven they can succeed at door-to-door sales should take this class.

47 Minute run time for 3 video components and 3 short quizzes

Course: [How-to Call Prospects to Set Appointments](#)

This unique offering shows direct sales reps how to make a permission-based warm telephone call to set an in-person sales appointment with a prospect who did not buy earlier but did give them their name and phone number.

27 Minute run time for 2 video components

Course: [Door-to-Door Sales Training for Contractors](#)

The 3 video components of this customized 1-hour course are designed to work hand-in glove with **Effective Field Sales Coaching** to provide contract sales reps with all they need to know to hit the ground running selling video, high-speed Internet access and telephone service door-to-door. **64 Minutes for 3 video components and 3 quizzes. Participant Workbook included.**

Course: [How-to Sell Just About Anything Door-to-Door](#)

Door-to-Door sales expert Kim Robinson goes through the entire process to be successful selling just about anything door-to-door. Kim entertainingly begins with a few facts about the job, then goes step-by-step through his proven process to start the conversation at the door, uncover buyer needs, present and close and, of course, how to overcome objections.

53 Minute run time for 3 video components.

Course: [Selling at an Event](#)

This lesson shows employees how to best represent both the company and themselves at events where the company has a booth/presence. It guides employees into understanding and using the consultative process of sales and customer service so they can comfortably gain new customers while making RGU upgrade sales to existing ones.

28 Minute run time for 2 video components and 2 quizzes.

Front Counter Sales & Customer Service

[Front Counter Sales & Customer Service: Lessons 1, 2 & 3](#)

This course is specifically designed for the professionals working at the front counters and in cable stores. The content of this series offers skill building information that helps with basic customer care and compliments any company-training program already in use. These skills help frontline retail CSRs become more comfortable and effective with sales conversations so that more sales can be made and more disconnects prevented. **60 Minute run time for 3 video components and 3 quizzes. Participant Workbook included.**

[Front Counter Sales & Customer Service: Lessons 4 & 5](#)

These final two lessons are specifically designed to help Front Counter personnel develop and/or improve the skills needed to comfortably uncover customer needs and then present the services to satisfy those needs to make more and better sales. Reps learn about open and closed questions and when to use them. They also learn the skills to comfortably guide customers to find the services they want and need, and they learn the formula to present products and services in the best possible light to make new customer and upgrade sales. Last but by no means least, they learn how to identify and overcome different types of objections and a process to save more customers while selling more services. **32 Minute run time for 2 video components and 2 quizzes. Participant workbook included.**

Inbound Call Center Sales Training

The core Inbound Sales Training Course is comprised of the 3 Lessons listed below and includes a **Participant Workbook** and electronic tracking and reporting of all participant activity. **Each lesson runs 35 to 40 minutes and consists of 2 video components, each followed by short quiz.**

Inbound Call Center Sales Training Lesson #1

This course is specifically designed to help the members of the inbound call center sales queue generate more new customer sales as well as more RGU sales to existing customers from inbound calls.

Inbound Call Center Sales Training Lesson #2

This lesson covers in detail how to use the **Discovery Process** of both Open-ended and Closed-ended questions to uncover needs for your products. Also, the difference between features and benefits and the formula to successfully **Present and Close** to make the sale.

Inbound Call Center Sales Training Lesson #3

This lesson deals specifically with *what to do when the caller says "no."* It introduces The 4 specific types of objections possible (the 4 Ds), the offset to each and the formula to use each offset to overcome almost any "no."

Call Transitioning: A 1-Lesson course for CSRs who think sales and customer service are contradictory terms

Premier Customer Service

This stand-alone course points out that just answering the phone and being polite doesn't cut it anymore in today's intensely competitive marketplace. It tells the story of what really defines Premier Customer Service for inbound call centers and then offers a simple, yet effective, way to employ good customer service skills to transition calls for customer service into potential sales opportunities. **53 Minute run time for 3 video components and 3 quizzes. Participant Workbook included.**

Service Tech & Installer RGU Upgrade Sales

Course: In-Home Tech Sales

In this course, sales and customer service expert Kim Robinson makes the point that sales and customer service often go hand-in-hand and that service techs and installers who learn and use basic sales communication skills actually provide customers with much better customer service than those who

do not. Techs who practice the skills taught in this course make their customers happy, their company happy and put more money in their pocket (which should make them happy too!).

48 Minute run time for 3 video components and 3 short quizzes

Course: 3 Sales Tips for Service Techs & Installers

This one-lesson course to help service techs and installers make RGU upgrade sales is comprised of the following 3 Video Sales Tips. Each tip is followed by a very brief quiz.

Sales Tip #1 shows installers and service technicians how to comfortably and effectively make upgrade sales without ever having to become, or act like, stereotypical salesmen. This lesson clearly makes the point that customers, the company, and the technician(s) all benefit when upgrades are done right.

18 minute run time

Sales Tip #2 identifies, explains, and illustrates with examples the 3 basic steps of the process installers and technicians can take to comfortably and effectively make upgrade sales. **19 minute run time**

Sales Tip #3 deals with those times a customer says "no" to an upgrade offer. It shows the installer or service tech how to comfortably overcome the "no" to make more upgrade sales. **15 minute run time**

Outbound Telemarketing: A 4-lesson course on the permission-based sales approach

The Outbound Telemarketing Sales Training Course is comprised of the 4 Lessons listed below. **Each lesson is comprised of 1 video component followed by a quiz and runs 16 to 30 minutes in length.** The course includes a **Participant Workbook** and electronic tracking and reporting of all activity.

Outbound Calling Lesson 1

This lesson begins the D2D Cable course on how to be successful making permission-based outbound telemarketing sales calls. It provides core sales training regarding what it is people actually buy, along with 3 sales truths and 4 core fundamentals to the overall sales process.

Outbound Calling Lesson 2

Lesson #2 deals with the specifics of what not to do and what to do to start a call using the permission-based approach.

Outbound Calling Lesson 3

Lesson #3 begins with how to start the permission-based call for a new customer sale and then how to present your products for sale in such a way that the prospect will be much more likely to make a purchase. The actual formula to present is offered and explained, along with how to use an assumed close and a universal close.

Outbound Calling Lesson 4

Lesson #4 deals with how to overcome objections. The end of Lesson 2 dealt with how to overcome the objection to the call generated by the permission-based approach. However, this lesson offers the advanced sales training technique of how to overcome any objection to the sale. It offers the specific categories of objections that exist, their offsets, and the general formula on how to use those offsets to overcome the objections.

Brief Video Sales Tips: The VST

People forget, and salespeople tend to forget faster than most (We know. We're salespeople.), so we create and distribute via email brief **Video Sales Tips (VST)** to remind reps of important steps of the sales process and to coach them in their use and motivate them to do better. No login required to view and they are welcome additions to sales meetings. Most importantly, *they can also be viewed by individual sales reps in the field on iPads and Smart Phones! 1 to 5 minutes each*

Brief Video Sales Tips: The VST

All can be viewed on a computer, tablet or Smart Phone

1. The entire door-to-door sales process in 31, 1- 5 minute segments
2. You Don't Have My Channel
3. Selling Unauthorized Customers
4. Always Ask
5. Selling Door-to-Door After Dark
6. One Call Close

7. Control the Conversation Game
8. How to Collect names & numbers without being a jerk
9. Working Holiday Weekends
10. Selling in Bad Weather
11. Acknowledge to Overcome Objections
12. Uncover As Many Needs As Possible - AMNAP
13. Leadership
14. Your Company Promise
15. Attitude is Everything
16. Features & Benefits
17. Confirming Questions
18. Universal Close
19. Open-Ended Questions
20. Closed-Ended Questions
21. The OATD in Spanish
- 22. Selling Home Security: 5 video tips**
- 23. Ryan the Prospect/Customer—The Tech-ops series: 6 video tips**
- 24. Ryan the Prospect—Call center series: 5 video tips**
- 25. Ryan the Prospect—Direct sales series: 7 video tips**
- 26. Suzet—Call center sales tips: 2 video tips**
- 27. Suzet—Direct sales support: 1 video tip**
- 28. Kim—What not to do at the door: 6 video tips**
- 29. Kim—What to do at the door: 30 video tips**
- 30. Kim—Call center sales tips: 6 video tips**
- 31. Kim—Customer service tips: 6 video tips**
- 32. Kim—Facts about Door-to-door sales: 10 video tips**

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