

Dynamic.
Customized.
Effective.



2Wire University—Premier Sales Training

This comprehensive sales training program is designed to amplify and sustain your sales success across every channel. Our educational approach encourages development across disciplines, empowering graduates to sell broadband products and services confidently and effectively. 2Wire University transforms your sales representatives into highly productive frontline advocates.

Our Mission

We provide partner sales organizations with premium broadband instruction and skill-building exercises in structured sales methods, empowering each student to achieve their maximum potential. Using an industry-proven, comprehensive curriculum, 2Wire University training turns your sales representatives into certified 2Wire broadband experts—fully capable, confident, and inspired to make the most of every sales opportunity.

“The success we now experience is largely due to the many years of training our reps have received. They continue to be motivated and confident, selling value instead of hardware. It is apparent that the 2Wire training team knows the intricacies of our industry, understands our unique challenges, and is committed to our success.”

Kari L. Toth
Area Manager
AT&T

Campus Life

2Wire University brings a wealth of broadband, home networking, and sales training experience to your sales organization. A comprehensive curriculum, combined with premium instruction, proven success tools, and measured results form the foundation for your success.

Comprehensive Curriculum

Our Approach

At 2Wire University, course content and instruction are driven by three core values:

- **Comprehension** – From foundational concepts to in-depth technical information, each course gives students the necessary tools to fully grasp each principle.
- **Retention** – Interactive exercises and memorization techniques encourage retention.
- **Relevance** – Trainers incorporate real-world experiences to help students connect course material to future sales interactions.

Customized Course Content

2Wire University designs and delivers customized content for your organization's specific needs. Course content is divided into two tracks, one catering to experienced sales representatives and another track to new hire sales representatives. This dual-track structure allows instructors to teach relevant coursework targeted to each student's knowledge level. Each track contains required coursework and elective coursework. Elective course selection is based upon the specific needs of your sales organization.

Experienced Sales Track	New Hire Track
Advanced Broadband Sales	Broadband Basics
Home Networking Sales	Networking Basics
Elective Course	2Wire Intelligent Gateway Elective Course

Building Blocks of Success

2Wire University simplifies selling techniques and broadband technology for your sales organization. Each course is designed to build upon specific learning blocks, from the most basic to more complex.

Context	Introduction to a topic. Provides students with background knowledge to begin understanding a lesson
Learning Module	Coursework specific to a particular topic
Application	Real world application, hands-on exercises, role playing, and group discussions
Evaluation	Quizzes, teach-backs, and knowledge checks

Premium Instruction

Top-Notch Instructors

University instructors are passionate and knowledgeable, backed by years of sales training experience. They are the best in the business—our partners let us know all the time.

"The content and delivery of the program has activated our people irrespective of their starting point and made it easy to convert this product to our customers."

"I'm convinced [the instructor] made a real difference to confidence in talking to a customer and positioning the benefits of not only the wireless hub, but the whole broadband offering."

Carole Linton
Sales & Saves Capability Manager
BigPond Contact Centres

Student Participation

Individual student engagement is a central element of 2Wire University instruction. An engaged classroom leads to more student involvement and ultimately superior comprehension and retention.

Program Materials

Textbook

Every student receives a textbook to reinforce classroom instruction. During class, students can use the textbooks for note-taking; after instructors leave campus, the textbooks become helpful reference tools.

Quick Reference Guide

The quick reference guide is filled with useful information and sales tips. It is the student's "one stop shop" for finding broadband information quickly and easily.

Diploma

Upon completing 2Wire University, each student receives a diploma. This provides the student with a sense of achievement, giving them the confidence they need during their next sales opportunity.

Measured Results

Program Analysis

Take the guesswork out of the ROI equation with 2Wire University analytics. Each program subscription includes a pre-training projection report that captures potential ROI and highlights focus group results. Use our analysis as a tool for defining success and areas for improvement within your organization.

Case Study

Statistics help, but they often do not tell the whole story. The 2Wire University case study delves deep into the unique challenges faced by your organization, details your implementation of 2Wire University, and discusses the objective and subjective impact of training on your sales organization.

Career Services

Career Services enhance 2Wire University, extending learning and excitement beyond the classroom. These value-add programs serve both sales agents and call center management teams alike, helping to extend 2Wire University impact for both trainers and trainees. It's as though we never leave your campus.

Student Services

Incentive Programs

We construct and manage a custom incentive program for every trained student. Each incentive program is designed to motivate and encourage students to apply their new knowledge in future sales activities.

Sales Scripting

2Wire instructors help enhance sales scripts utilizing principles taught during instruction.

Sales Monitoring

2Wire instructors sit in on various calls with students to identify areas of improvement. Students receive beneficial, real-time feedback.

Sales Assist Days

2Wire instructors return to select call centers to reinvigorate students and coaches. Instructors may conduct Q&A sessions or institute spot incentive programs as necessary.

Instructor Services

Train the Trainer

Our instructors train your trainers on the 2Wire University curriculum. Your trainers are also coached on ways to improve their personal training sessions.

Job Coaching

Motivation is key to sustaining high performance. Coaches are educated in ways to improve motivation techniques, resulting in sustainable performance improvements long after students graduate.

Visit us on the Web at 2Wire.com to learn more about our integrated broadband products, services, and solutions.



2Wire, Inc.

1704 Automation Parkway | San Jose, CA 95131 USA
Main 408.428.9500 | Fax 408.428.9590 | www.2Wire.com