

WELCOMM GRADUATE SALES SCHEME



Overview

Our aim is to create an academy unique to Welcomm starting with foundation sales training, gaining prospect appointments and generating leads for Mobile, Unified and Energy. Following a successful 12 month training programme individuals will be identified as to their route of progression into one of our full time sales positions - BAM, KAM, Unified Sales or New Business.

About us



Now in our 28th year, Welcomm has grown from being the first mobile retailer in the Midlands to the large communications specialist of today, offering a complete suite of communications solutions across mobile, fixed line, telephony, hosted and managed services. We ensure that these solutions are delivered with a premium, personal customer service.

The Programme

Year one

- Training on CRM use, lead name and company, how to record outbound calls, follow up calls and book appointments.
- Understanding buying cycles.
- Evalu8 training, finding pain, understanding 'Why Welcomm'.
- Internal and external sales training, initially concentrating on appointment getting, progressing to negotiating skills, understanding objections and overcoming them, solutions sales etc.
- Measured on strict KPI's, most importantly behaviour and attitude.
- On accompanied appointments and completion of 5-a-side.
- Assisted stacking deals including closing with assistance of Sales Management. This includes attending appointments with the Sales Academy Members.
- Commissions: Profit share 50:50, 75:25 and then 100% as accredited and as skill sets improve. All prospects and solutions to be accompanied by Managers. This will include on the job training for quoting for mobile including O2, Digital, Energy and Unified.
- New Customers will be account managed for minimum of 90 days. This may be extended on case by case basis dependant on need of individual academy member or customer.
- Concentrate on postcodes most local to Welcomm.

- Initial training will purely concentrate on developing appointment getting skills. Product knowledge training should be kept to a minimum until sufficient opportunities have been created and this would involve on the job training specific to the quote.
- Wider product knowledge would be given as the need is identified.

Key Attributes of Graduate

Target Driven	Well presented with a positive approach	Microsoft Office and Excel skills
Professionalism		
Great communication skills	Be proactive and use initiative	Good attendance and timekeeping
Customer focused	Having the will and allowing Welcomm to provide the skill	Live within a reasonable distance of the Welcomm Offices
Able to demonstrate persuasive techniques	Show a yearning for learning	
Planning and organising	Self-motivator	Team player
Demonstrate innovative skills in customer prospecting	Full, clean UK Driving Licence	Humble and Polite
	Great attention to detail and analytical skills	Passion and Drive