



Prospectus 2013

Centre for Learning

MISSION STATEMENT

To develop ICT functional skills across business the delivery value chain and across all levels of operations at a cost advantage

VISION STATEMENT

To be a leading, efficient and effective provider of ICT skills development solutions

+27 11 377 4041 | www.telkom.co.za/cfl



School of Enterprise Management

Faculty of Marketing and Sales

Marketing and Sales professionals wishing to function effectively in the marketing and sales environment will benefit from the development available within the Marketing and Sales Faculty. The Faculty contains a high proportion of practical learning opportunities, following the principle of Learn - Practice - Apply – Implement - Learn the concept, model or tool.

See how others have practised it's application successfully;
Apply the concept, model or tool to your own business;
Decide how you can implement it in your business.

The scope of the Faculty includes: corporate; global, wholesale, business, government and consumer markets. Telkom product training and customer service training are key training features. If you work in a customer focussed environment where marketing or sales is part of your key objectives, training options from this Faculty will benefit you.

Course Titles	Duration
Customer Experience Management	
Confident Customer Care	3 Days
Service Desk: Telephone Etiquette	2 Days
Call Centre: Basic Customer Care	4 Days
Product Training	
Telkom Mobile Generic Product Training	1 Day
Complex Commercial Voice Products	5 Days
SmartAccess Switched Based Products	3 Days
Product Training - Telkom Closer	AM
Telkom Mobile: Bus Products Overview W/S	1 Day
Product Training - Telephone Line Servic	AM
Product Training - OfficeLink5, 10 & 50	1.5 Days
Product Training - Home ECDSL	AM
Mobile Sales for TBM	3 Days
Product Training - Telkom Simple	AM
TBM Unltd/Call Max deals; Contr. updates	1 Day
HIPCC: Introduction for Sales Representa	1 Days
Product Training - DigiNet	AM
Product Training - Analogue Lines	AM
Product Training - BizTalk	AM
Product Training - TBiz Capped&Uncapped	AM
Product Training - ISDN	1 Days
Product TBM: Blackberry 10	1.5 HRS
Product TBM: SmartPlan and SmartSaver	1.5 HRS
Product TBM: Smart Int & Smar Int Saver	1.5 HRS
Product TBM: Wi-Fi VAS	1.5 HRS
Product Training - WorldCall	AM

Programmes

Course Titles	Duration
Customer Service Excellence Programme	
Customer Relationship Skills	2 Days
Marketing Management Programme	
Intro to Customer Portfolio Management	1 Day

Sales Academy Programme

Image Management for Men	2 Days
Image Management for Women	2 Days
Sales Prospecting	1 Day
Strategic Account Management	2 Days
Time & Territory Management	2 Days

The following courses / programmes are available subject to terms and conditions.

Enquiries must be directed to the Key Account Manager Abigail Sono sonoat@telkom.co.za

Customer Experience Management

<i>Customer Experience Management</i>	<i>4 Days</i>
<i>CC: A Customer-centric Perspective</i>	<i>3 Days</i>

Product Training

<i>Product: BlackBerry</i>	<i>4 HRS</i>
<i>Product: WASP</i>	<i>2 HRS</i>
<i>Product: Generic Mobile Products</i>	<i>4 HRS</i>
<i>Product: Data Bundle Promotions</i>	<i>4 HRS</i>
<i>Product: International Roaming</i>	<i>4 HRS</i>
<i>Product: iPad</i>	<i>1 HR</i>
<i>Process: Introduction to 8ta processes</i>	<i>4 HRS</i>
<i>Process: Product Purchasing</i>	<i>1 HR</i>
<i>Theatre of Service</i>	<i>4 DAYS</i>
<i>Process: Billing</i>	<i>1 DAY</i>
<i>Process: Consumer Assurance</i>	<i>1 HR</i>
<i>Process: Deal with Repairs</i>	<i>1 HR</i>
<i>Process: Deal with Out-of-Box Failures</i>	<i>1 HRS</i>
<i>Process: Perform Porting</i>	<i>1 HR</i>
<i>Process: Retention</i>	<i>2 HRS</i>
<i>Curriculum: GSM Architecture</i>	<i>4 HRS</i>
<i>Curriculum: Fraud and Ethics</i>	<i>2 HRS</i>
<i>Process: Spend Limit</i>	<i>2 HRS</i>
<i>Theatre of Sales</i>	<i>2 DAYS</i>
<i>Product: SmartPlan and SmartSaver</i>	<i>1 HR</i>
<i>Product: Wi-Fi VAS</i>	<i>1 HR</i>
<i>Product: SmartInternet</i>	<i>1 HR</i>
<i>Product: BlackBerry 10</i>	<i>1 HR</i>

Sales Development

<i>Proposal Writing</i>	<i>2 Days</i>
<i>Call Centre Selling Skills</i>	<i>4 Days</i>

Sales Training - Vendor

<i>bWise Shift Premium</i>	<i>3 Days</i>
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