

Selling BlackBerry Smartphones

Overview

This web-based training course allows sales representatives to explore and learn how to sell BlackBerry® smartphones.

Sales representatives will also discover several types of BlackBerry customers and will practice using sales tips in some sales scenarios.

Who should attend

- Retail sales representatives

Topics covered

- BlackBerry smartphone features and benefits
- Selling BlackBerry smartphones

Course Details

Course Code: 518-00752-123

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Course objectives

Module 1 – BlackBerry smartphone features and benefits

- Overview
- Email and text messaging
- Phone
- Organizer
- Browser
- Instant Messaging
- BlackBerry Maps
- Media
 - Camera
 - Video camera
- Wi-Fi technology

Module 2 – Selling BlackBerry smartphones

- BlackBerry smartphone customers
- BlackBerry smartphone sales tips
 - Qualifying questions
 - Customer needs
 - Closing the sale