

Winning by Increasing Sales Effectiveness (WISE) Training



Progressive, modular training for Rohde & Schwarz Sales Teams

Objective

User Driven Change:
Give Them What They Want



I Maximize Account Manager Effectiveness

- I Increase the effectiveness of our sales force and add speed to the sales process through knowledge of products, applications, accounts, industries and selling skills

I Create a Training Program Targeted Specifically to Sales

- I Not as general as in the past
- I Focus on account manager effectiveness
- I Our portfolio is too big to have every AM be an expert in all technical product areas
- I More on competition and how to respond

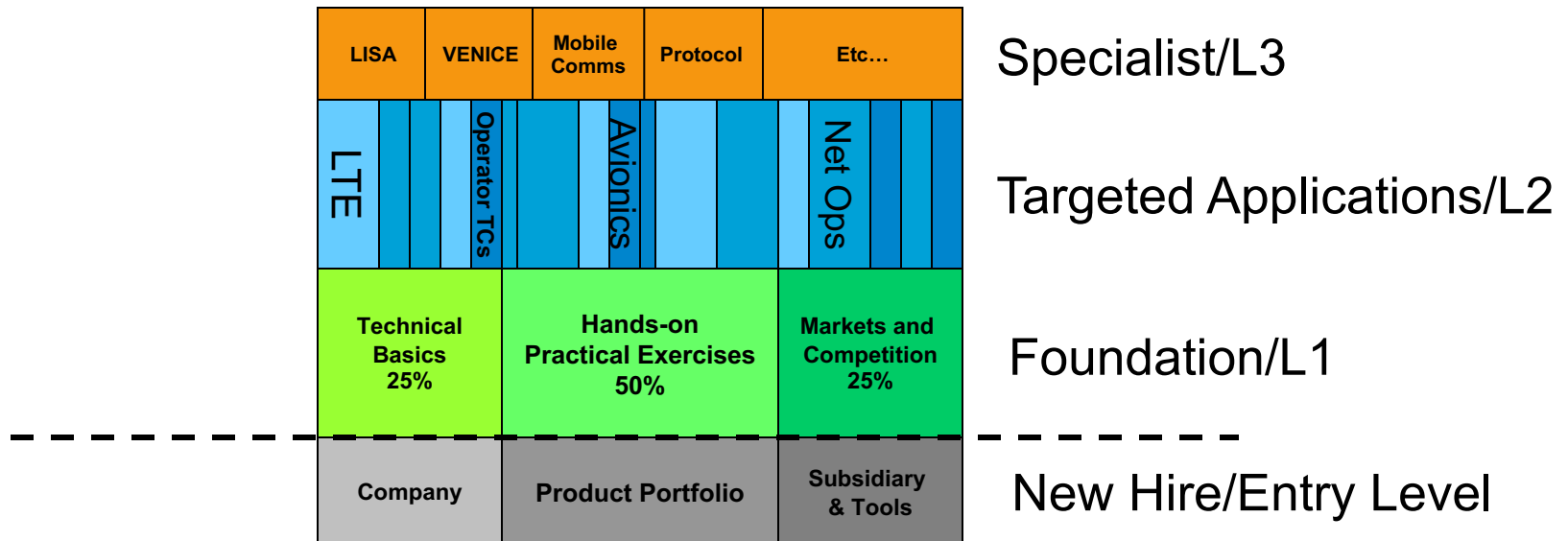
I AM effectiveness – how does this training help them to win business?

- I Comfort with operating instrument and with concepts/field in general
- I Closer to what they do on a daily basis and how their customers expect them to interact
- I Less reliance on AE – speed and flexibility, responsiveness
- I Better understanding of what the customers actually do with our products
- I Ask better questions
- I Customer point of view
- I Immediate recognition of what is the competition for each of our instruments and general banner spec comparison



Achievement Levels

- I Level 1 = A week-long¹, modular event
- I Level 2 = A la carte topics relevant to each attendee
- I Level 3 = Specialist training events

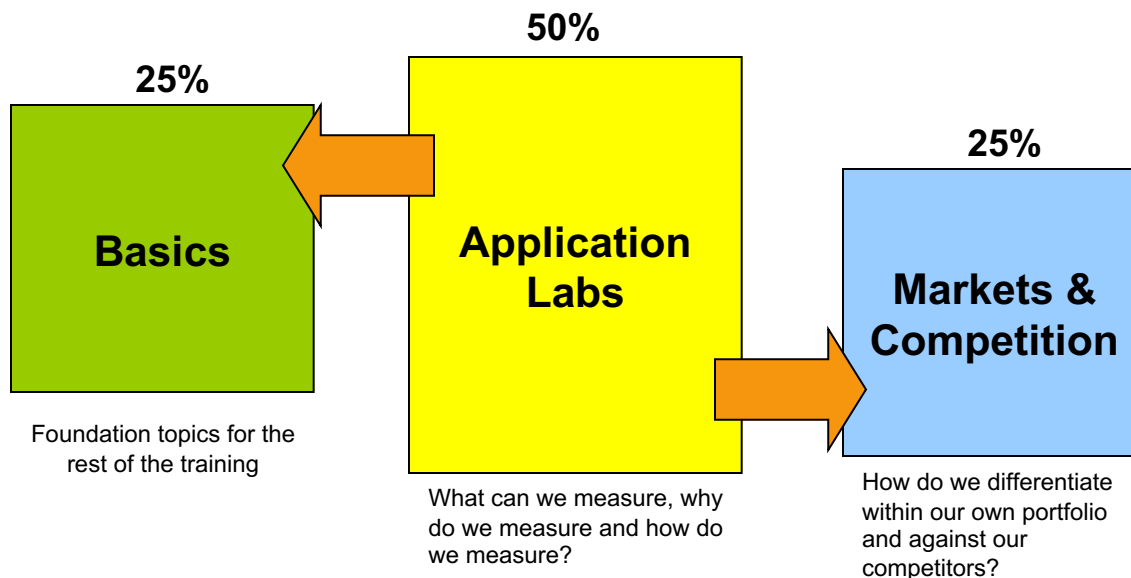


¹ The week length of level 1 is for major product trainings but may be tailored for other topics to match the 25%/50%/25% model shown here.



Level 1 – Key Attributes

- I **Modular**
- I **Day 1 (25%) = Technical and product fundamentals, essentials, “banner specs”**
- I **Day 2 and Day 3 (50%) = Hands-on application labs**
- I **Day 4 (25%) = Markets and competition, customer uses**
- I **Pre-qualification test allows participants to “place out” of any or all modules**
 - I Some subjective evaluation of test results by manager
- I **Achievement testing at the end of each module**



Level 1 Details

Level 1 - Pre-Qualification Testing

- I Modular – can place out of sections or entire training**
- I Representative of what's in the training**
- I Electronic, web-based**
- I No pass/fail because of subjective evaluation piece**
- I Manager input into scoring – quantitative and qualitative**
- I Can opt not to take it and attend all training**



Level 1 - Technical and Product Fundamentals

I “Banner Specs”

- I Build a foundation for the other modules of the training
- I No need to get too deep into product architecture

I Does not get too deep into specific application areas

- I Example: For SpA an AM should know how to do FM Demod but not necessarily how to use the LTE personality



Level 1 – Application Labs

- I **2 days duration (or 50% of training)**
- I **Stay focused on “banner specs”**
- I **Make AMs comfortable with operating the instrument**
 - I Reinforce the “why”
 - I Ease of use as a message
- I **Total 6 labs (3 per day) – 30-minutes of lecture around the lab concepts followed by 2-hour hands-on time**
- I **Report on findings in order to be graded on how they do**



Level 1 – Markets and Competition



- I Emphasis on understanding our product line**
- I Focus on comparing/contrasting our products with their main competitors (and across our own line)**
 - I Example: Not only R&S SpA vs. Agilent SpA but SpA vs. Receiver**
- I Know what is high, mid and low-end**
- I Positioning in certain market and application areas and why**
 - I What competitor products are going to show up there too?**
- I Always updated and presented as a la carte offerings**
- I Quick reference of where we win and where we don't**
- I It's about what our sales guys need to know – they sell the whole portfolio**
- I Address company initiatives: A&D, NetOps, LISA**



Levels 2 & 3 Overview

About Level 2



- I Very specific firmware packages, technology options, modulation schemes, standards, ...**

- I A la carte at Webexes, training events, MUC Sales U, region meetings, etc. throughout the year**
 - I Regularly updated and delivered as a “refresh”**
 - I More application detailed markets and competition focus as well as hands-on (example: SpA LTE)**

- I Need some tracking or evaluation of achievement**
 - I TBD**



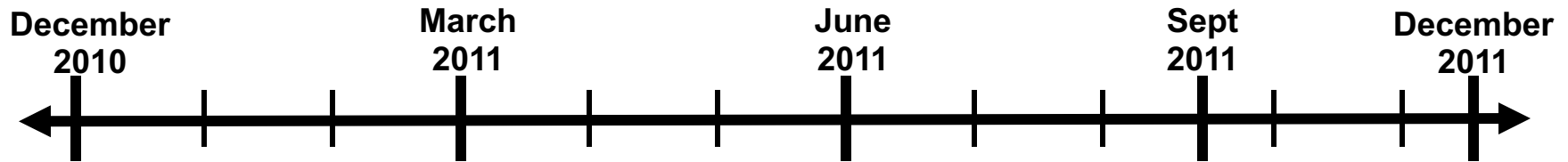
About Level 3

- I **This is for AE type of people, not AM**
 - I AMs are not excluded though
 - I Specialists
- I **LISA, VENICE, Protocol, etc. specialist training**
 - I Typically invitation only
 - I Highly technical
- I **Delivered by product line people**
 - I PM and Development experts who are intimately familiar with the product design and function



Implementation

RSA Roll-out Schedule (Proposed)



I SpA

- I We're done first round of L1 (based on old structure)
- I Q1 2011 for pre-qualification test
- I Delivery TBD – based on Markus Funk availability but needs to be done by end of Q1/early Q2 2011
- I L2 content at NASM 2011

I Sig Gen

- I 1H FY2011/12 = December

I Power Measurement

- I By end FY2011/12 – July 2012 with L2 content for NASM 2012
- I 2-day format instead of 4?

I EMI, VNA, Scopes TBD

I Mobile Comms/CMW500

- I TBD over 2011/12 timeframe but targeted to AMs with a need as determined by RM

I Level 1 repeated as turnover dictates but maybe a 3-year refresh



Tracking

- I In RSA we will have a tracking sheet or DB**
- I Regular report to Munich**
- I What kind of feedback mechanism can we build to help determine what additional level 2 topics are needed or what refreshes are needed?**
 - I Or what is not effective in the training as developed**

