

TOP COMPANIES TO SELL FOR QUESTIONNAIRE NASHUA MOBILE

ALL ABOUT SALES

Please give a general overview of the products your sales team sells?

Nashua Mobile is one of South Africa's largest independent cellular service providers and one of the few to offer customers the choice of all three networks namely Vodacom, MTN and Cell C. Along with the cellular voice and data solutions for both the contract and prepaid market we have built up a range of internet service offerings ranging from Broadband, Internet service provision, Voice over Internet Protocol (VoIP), Telemetry / Mobile Solutions through to messaging and Bulk SMS Solutions.

How would you describe the type of sale made by your sales team?

Our sales team focus on selling solutions rather than just products to our customers. The aim is to offer the customer a total converged solution for a customers telecommunication services and not merely selling a single product.

Who do your sales people typically sell to?

Our corporate sales team target corporate customers ranging from SMEs to platinum corporate customers. We have a full dedicated retail sales channel with an internal sales team that assists individuals that call in and a franchise channel that provide support to over 160 franchise retail outlets and our Nashua Mobile owned retail outlets throughout the country. The main focus being to sell directly to individuals and provide accessibility to all individuals and high-value subscribers.

What is the average length of a sales cycle in your business?

This depends on the solution we are offering the customer and the complexity of the deal. For individual sales the turnaround time is usually within a couple of hours to twenty four hours, for smaller accounts being sold a converged solution the cycle can take one

to three weeks, while larger accounts can last anything from three weeks to six months.

SALES SUPPORT

Describe your company's ongoing sales training methods?

In this fast paced industry we believe it is vital to keep our staff upskilled and trained on the latest technology, this is done through e-learning programmes enabling the individual to plan their day accordingly and complete the learning at their own pace. Where specific skills training is required we prefer in-house interaction with people using on-the-job training. Should we need to upskill our staff members we make use of accredited training institutions.

Describe your company's sales culture?

Nashua Mobile is very much results driven. Our sales managers constantly interact with their sales team, mentoring and coaching the staff to achieve top results.

JOINING OUR ORGANISATION

What can newly-recruited junior salespeople in your organisation expect as remuneration?

We offer a basic salary with corporate benefits (namely provident / pension and medical aid) included in the cost to company. As well as a petrol card, cell phone allowance and we have a lucrative commission structure.

What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

We are looking for people with a proven sales record, the right attitude who are hungry to succeed and who are passionate about telecommunications products and services.

What is the potential career path for top sales performers in your business?

As we appoint passionate and driven



MARK DOUGLAS: SALES AND MARKETING DIRECTOR

individuals we have various opportunities for development available for those wishing to develop and grow their careers within Nashua Mobile as it is a large organisation with an extensive sales force.

What is the best piece of advice you would give to a new salesperson joining your organisation?

It is important to understand that sales is a numbers game. If you don't do the numbers you will get no results. Also realise that the customer pays your salary so look after them!

SALES INCENTIVES

What sort of sales incentives are in place for your sales team?

Our industry is very incentive driven and we offer our top salespeople several incentives including overseas trips and performance-based bonuses.

What is the primary contact at your organisation for a salesperson wishing to apply for a position?

Keeping with technology our recruitment process is a on line application process. Individuals can view our career page on our website www.nashuamobile.com to see the full list of available vacancies and they can apply online and match their career sets to the relevant positions available.

GET SMART

Get these smart deals exclusive to Sales Guru readers through to 06 July 2011

NOKIA N8 + Bluetooth Headset M100



VODACOM NEW TALK 120s

- 120 anytime minutes p/m
- 20 Weekend or 20 Weekday Night MORE MINUTES

* Free SIM & connection
R399.00 P/M x 24



Additional Options:
New Talk 240 @ R519 x 24 Months
New Talk 500s @ R879 x 24 Months

MTN AnyTime 350

- R350 inclusive value p/m
- 50 SMSs p/m

* Free SIM & connection
R429.00 P/M x 24



Additional Options:
Anytime 500 @ R549 x 24 Months

activechat 100

- 100 anytime minutes p/m

* Free SIM & connection
R349.00 P/M x 24



Additional Options:
Active Chat 220 @ R469 x 24 Months
Business Chat 400 @ R699 x 24 Months

KEY FEATURES: Symbian OS, 12 megapixel camera, Carl Zeiss Optics, autofocus & Xenon flash, Geo-tagging, 3G- HSDPA/ HSUPA, Bluetooth & MicroUSB, TV-out via HDMI with Dolby Digital Plus sound, FM stereo radio, ARM 11 680 MHz processor, 3D Graphics HW accelerator.

BlackBerry® Torch™ 9800 smartphone + Universal Car Charger



BLACKBERRY TALK 100

- 100 anytime minutes p/m
- 20 Weekend or 20 Weekday Night MORE MINUTES
- BlackBerry® Internet Service (BIS/BES) INCLUDED

* Free SIM & connection
R449.00 P/M x 24



Additional Options:
BlackBerry Talk 240 @ R579 x 24 Months
BlackBerry Talk 500 @ R969 x 24 Months

MTN AnyTime 350

- R350 inclusive value p/m
- 50 SMSs p/m

* Free SIM & connection
R439.00 P/M x 24



Additional Options:
Anytime 500 @ R559 x 24 Months
Anytime 750 @ R789 x 24 Months

activechat 100

- 100 anytime minutes p/m

* Free SIM & connection
R369.00 P/M x 24



Additional Options:
Active Chat 220 @ R489 x 24 Months
Business Chat 400 @ R725 x 24 Months

KEY FEATURES: Blackberry OS 6, High resolution transmissive TFT hcd QWERTY keyboard, 5 Megapixel Camera, 4GB microSD card (up to 32GB), HSDPA, Bluetooth

0861 531 531

www.nashuamobile.com



SAVING YOU TIME SAVING YOU MONEY PUTTING YOU FIRST