

Effective Telecom Tower Site Acquisition: Process and Sales Negotiation - (2 days)

Overview

This program provides basic understanding of process aspects involved in Site Acquisition process. The module also includes the fundamentals of GSM & 3G networks as well as the typical negotiation cycle that the field teams have to undergo while acquiring a site. Role plays and case studies are designed in a manner that will help the participants better prepare themselves for successful discussions with site owners.

Course Pre-requisites

The candidates attending this program should have site deployment experience and basic understanding of telecom networks.

Course Summary

- Mobile Technology Introduction
- Site Acquisition Challenges
- Elements of Effective Site Selection
- Acquisition Process for New Sites
- **SUCCESS** framework for Effective Site Acquisition
 - Site Tracking and Preparation
 - **U**nlock Owner's Interest
 - **C**onfirm Interest & Understanding
 - **C**heck Site Details
 - **E**liminate Doubts & Objections
 - **S**ecure documents for Legal Agreement
 - **S**ign the Deal

After attending this program, you should be able to

- Understand the technology aspects involved in acquiring the sites
- Approach prospective landlords and then negotiate to finalize the deal
- Understand high level planning aspects in planning the network sites
- Implement the effective ways of acquiring the sites