



# Training

## Product Training

Keeping up to date on the latest product innovation can be a tall order. One thing we have come to learn is that the rate of change in the UK telecom industry is not slowing down

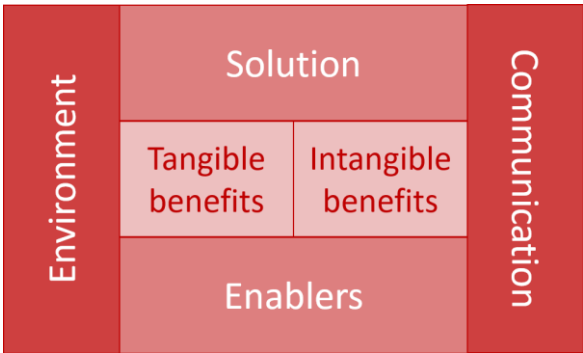
At **Copper Road** we provide **training** and **workshops** so that you and your teams can understand your customers and why they want to buy the products you are selling. This is not a course about customers, but in understanding your products from their perspective.

### Learn about the product

It's important to understand what each product does. But knowledge about tech specs is one thing, understanding solutions is the key to great sales.

### Learn about the customer

People buy technical solutions for three reasons; **Relevance, Credibility and Utility.** No tech specs in that list.



## Get in touch

If you want to stand out from the competition, please get in touch by phone, email or through the website. We look forward to talking through your specific requirements.