

5G for B2B Sales

CONTENTS

This course delivers a commercial view of 5G, covering standalone versus non-standalone deployment, sellable capabilities such as network slicing, edge computing, private networks, and network APIs. Participants explore business model design, operator role selection, and manufacturing value stories with quantified evidence. The course closes with customer discovery, objection handling, business case construction, and regional competitive positioning for real-world 5G deals.

TARGET AUDIENCE

This course is intended for commercial and technical professionals who need to turn 5G capability into revenue. It suits account managers, business developers, solution and pre-sales consultants, product managers and marketing professionals working with enterprise customers, as well as engineers, architects and consultants who want to understand the business logic behind private networks, slicing, edge and network APIs. It is equally useful for strategy, partner and regulatory roles at operators, vendors, systems integrators and enterprises evaluating private 5G.

LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Distinguish standalone from non-standalone 5G and what each can honestly sell.
- Explain slicing, edge, private 5G and network APIs as purchasable capabilities.
- Position 5G-Advanced, RedCap and 6G in a realistic commercial timeline.
- Build a Business Model Canvas for a private network or API offer.
- Choose an operator role and check that the economics actually fund it.
- Construct a manufacturing value story using pain, mechanism, evidence, scope.
- Run discovery that ends in a quantified, customer-owned impact figure.
- Answer objections on cost, Wi-Fi, complexity and cloud with measured evidence.
- Assemble a five-year total cost of ownership with payback in months.
- Turn regional deployment and spectrum facts into credible competitive evidence.

PREREQUISITES

No specific prior knowledge is required. A general understanding of mobile networks or enterprise IT is helpful, and experience in sales, business development or solution design will make the commercial examples easier to apply.

Where 5G Actually Is - Standalone, Non-Standalone and the Hype Correction

- Course Overview: How 5G and Beyond Is Structured
- Standalone versus Non-Standalone: What Each Can Honestly Be Sold As, and the 5G-Advanced Road Ahead

The Sellable Capability Set - Slicing, Edge and AI, Private 5G and Network APIs

- Scoping and Pricing a Network Slice as a Sellable Product
- Edge Computing as an Operator Revenue Line
- Private 5G as an Enterprise Purchase Order
- Monetising Network APIs through CAMARA and Open Gateway

Building the Business Model - Canvas and Operator Role Choice

- Filling the Nine Canvas Blocks for a Private 5G and an API Offer
- Choosing Your Role in the Deal: Supplier to End-to-End Provider

Manufacturing

- The Reference Vertical Value Story

The Sales Conversation - Discovery, Objections and the Business Case

- Structured Discovery: From Business Goal to a Quantified Impact Figure the Buyer Owns
- Answering the Four Standard Objections: Cost, Wi-Fi, Complexity and Cloud
- Building the Payback and Five-Year Total Cost of Ownership Business Case

Regional Position as Competitive Evidence and Course Close

- Regional Position as a Competitive Argument and the Capstone Brief
- Course Wrap-Up