

Telecom Association, Inc.

Vendor Success Plan, September 9, 2009



1. **Purpose.** This vendor success plan documents the duties to be performed by Telecom Association (“TA”) and the paid TA vendor member (“vendor”). It also presents a twelve-month checklist of activities to be performed by both parties for the benefit of the vendor. Since 1995, vendors that work this plan maximize the return on their vendor membership investment.

2. **Executive Summary.** TA is basically a sales and marketing information “cooperative”. TA’s primary service to “complimentary” members is to gather, create, categorize, sort and distribute three types of information – what to sell (product information), how to sell (best practices) and who to sell (which vendors). TA’s primary service to “vendor” members is to create, maintain and grow audiences of telecom sales and marketing professionals specifically interested in the value propositions of TA’s vendor members. TA works with its vendor members collectively and individually to ensure that the unique vendor program benefits are known, understood and asked for by TA’s complimentary members.

2. TA Duties

A. Create Unique Success Plan, Review Quarterly and Document Progress

Annually, with each individual vendor, use this document as a template to create a unique and specific vendor success plan with measurable goals and expectations. Individually review the plan with the vendor each quarter to ensure documented goals are being met or that program upgrades are being considered and implemented. Maintain initial plan and quarterly revisions in writing. Share documentation with vendor.

B. Maintain TA Audience Attention

Through content pieces published on TA’s website and email newsletters, TA shall consistently “ask and answer” all the “How do I succeed?” questions that telecom agents, channel partners, consultants and other sales professionals in this industry are constantly asking themselves. Because TA’s content is written by and distributed through the eyes of working agents, TA shall provide unique content that TA members can only find in TA publications. TA will maintain its complimentary membership database in such a way as to provide unique value to TA vendor members.

C. Grow TA Audience

By constantly networking with successful opinion leaders in the telecom and data network service industry (and adjacent industries), TA shall be ever vigilant for both individuals and groups of sales or consulting professionals that would benefit from a complimentary TA membership. Upon identifying individuals and groups of prospective TA complimentary members, TA will document contact information and formally extend a complimentary membership invitation. TA will consistently maintain contact databases of prospective telecom agents and channel partners for the benefit of TA vendor members.

D. Position Vendor Properly in TA Publications

By interviewing vendor program executives, managers and sample agents, TA will learn the unique value propositions for every vendor program so as to ensure that any and all TA members and web site visitors looking for those value propositions will surely find it on TA’s web sites, email newsletters and vendor directories. TA will maintain a relevant vendor directory that properly enhances the program benefits of vendor members. TA will create and maintain a TA “index” page for each vendor

which contains a summary of the vendor's program information, unique program benefits and a chronological index of recently distributed email blasts to the TA audience. The vendor's TA index page is the "landing page" from the vendor's link in TA's vendor directories. In addition, though TA conversations and written "advertorials" TA will position vendor in front of TA's audiences so that obvious value propositions stand out as unique and obvious.

E. Recommend Vendor Program Enhancements

Should TA come to believe that a vendor program could benefit in some way by upgrading one program feature or another, TA will share that information with the vendor so that vendor can consider the possible benefits associated with the recommended enhancements.

F. Practice "Open" Marketing

TA will make every effort to drive a TA member marketing response directly to the vendor such that the vendor can "pick through" the TA member list and transfer the name and contact information of the interested TA member to the vendor's own in-house marketing lists.

G. Communicate with Vendor Monthly

Via both direct phone call and vendor email newsletters, TA will communicate with vendor program managers and executives in such a way that the vendor always feels fully informed as to how their TA vendor membership is benefiting them "that month".

3. Vendor Duties

A. Provide Access to Program Executives, Managers & Sample Agents

While TA will track vendor news leads and marketing information through vendor's website, agent newsletters, Twitter marketing pages, etc., it's critical to the vendor's initial and ongoing vendor program success that TA have access to the vendor's executives, managers and sample agents so that TA can interview them and learn what the vendor's unique value propositions are so TA can communicate them appropriately to the TA audience.

B. Provide Art Elements

To make sure the TA audience can experience the uniqueness of each vendor, it's important to get access to the proper art elements such as web (JPG, PNG) and print (EPS) logos as well as "headshot" photos of program managers, executives and sample agents that are interviewed.

C. Help Generate Content

In addition to submitting originally produced vendor email blasts for distribution; TA vendors should put TA (dan@telecomassociation.com) on in-house agent email newsletters and allow TA to subscribe to Twitter marketing pages, RSS feeds, etc. Vendors should subscribe to (www.TAjoin.com) and view other TA vendor email blasts to see where the "telecom market" is going. Attend to TA communications regarding special vendor opportunities and program updates. Accept requested monthly and quarterly phone appointments from TA to discuss ways to maximize use of TA vendor benefits.

D. Have Expectations, Measure Performance and Make Adjustments

Know what improvements or benefits are expected in exchange for submitting vendor dues to TA. Discuss with TA on a regular basis what will be measured to calculate TA vendor program success. Work with TA and share measured performance. How do realized TA benefits compare to expected TA benefits? How do TA benefits compare to TA alternatives? If something is working well, discuss with TA how that performance can be maximized. If something is not performing as expected, discuss how something be changed to increase desired performance.

4. "Quick Start" Timeline and Checklist

A. Week One

- TA ___ Create vendor's TA "index" page that profiles contact information & program benefits
- TA ___ Create vendor's TA email blast list and send any email blasts that vendor submits
- VM ___ Respond to TA requests for logos & vendor index page review
- VM ___ Respond to TA requests for recorded interview with executive, managers & sample agents
- VM ___ Respond to TA requests for phone meeting to create a customized vendor success plan
- TA ___ Provide vendor with customized prospective agent lists

B. Week Two

- TA ___ Conduct initial recorded phone interviews of vendor executives, managers & sample agents
- TA ___ Conduct & document customized vendor success plan phone conference with vendor
- TA ___ Publish "TA Introduces New Vendor _____" Email Blast
- VM ___ Discuss with TA what sort of weekly email blast rotation will work best for vendor

C. Week Three

- TA ___ Discuss with vendor success of initial TA introduction of vendor & how to upgrade
- TA ___ Discuss with vendor customized "advertorial pieces" TA can publish for vendor's benefit
- VM ___ Confirm with TA initial rotation of weekly email blasts

D. Week Four

- TA ___ Provide vendor with email blast statistics with follow-up phone call
- TA ___ Conduct & document "Quick Start" program review with vendor

E. Second Month

- TA ___ Email customized vendor program "best practices" newsletter
- TA ___ Personal phone call follow up to learn upcoming vendor media opportunities
- VM ___ Submit new vendor email blasts
- TA ___ Send vendor email statistics with phone call follow-up

F. Third Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

G. Fourth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

TA ___ Quarterly performance review & written follow-up

H. Fifth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

I. Sixth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

J. Seventh Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

TA ___ Quarterly performance review & written follow-up

K. Eight Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

L. Ninth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

M. Tenth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

TA ___ Quarterly performance review & written follow-up

N. Eleventh Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

O. Twelfth Month

TA ___ Email customized vendor program “best practices” newsletter

TA ___ Personal phone call follow up to learn upcoming vendor media opportunities

VM ___ Submit new vendor email blasts

TA ___ Send vendor email statistics with phone call follow-up

5. **Measures of Success.** It is TA's vision to provide such value to TA vendor members that TA vendor members desire to budget for and renew their paid vendor memberships every year. For vendors to cost justify repeated annual investments in a TA vendor membership, it is important to show that the price of a TA vendor membership represents the best investment of that amount in comparison to all other possible investments of the same money. In the space below TA will document how each vendor expects to measure the success of their TA vendor membership investment - in comparison to other uses of the same money. These measures will be reviewed, updated and documented by TA and vendor not less than quarterly.

6. **TA Recommendations to Vendor.** In the space below TA will document, not less than quarterly, specific recommendations TA has to improve the vendor's investment in their TA vendor membership.

7. **Vendor Recommendations to TA.** In the space below, TA will document the specific requests and recommendations the vendor has that TA should implement to improve the performance of the vendor's TA vendor membership investment. TA shall solicit the vendor's recommendations during monthly and quarterly vendor program review calls between TA and the vendor. With each vendor submitted recommendation, TA will note its ability or plans to take specific actions on the recommendations.

8. **Other Notes.** In the space below, TA will document other items that come up during initial, monthly and quarterly program review calls.

9. **Questions.** Direct questions about the vendor success plan to:

Dan Baldwin, Founder & Executive Director
TelecomAssociation, Inc.
31500 Grape Street # 3-307
Lake Elsinore, CA 92532
951-251-5155 Tel
Dan@TelecomAssociation.com URL

End of TA Vendor Success Plan dated 9/9/2009