



October 2003

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Telecom Agent Association
31500 Grape Street #3-307
Lake Elsinore, CA 92532

Telecom Agent Association Newsletter

TAA Vendor News

As posted on www.TAAemail.com

EARN AN EXTRA 2% COMMISSION

... on everything TMC Agents sells! Accounts closed and billed August 1, 2003 through January 31, 2004 receive an extra 2% commission. On top of TMC's already aggressive pricing schedule. On every TMC product. For the life of the account.

Call today or visit www.tmc.com to find out more about TMC's lucrative Agent Partner Program. Shannon Martin 866.999.1133 smartin@tmccom.com; or Mara Snyder 888.965.8620 msnyder@tmccom.com

RPM SOFTWARE IS THE CLEAR CHOICE . . .

... a leading provider of commission and channel management solutions for the telecom industry, has recently announced that it has entered into agreements to provide Secure Path Networks, Broadband.com, and IPTIMIZE with its RPM Software application.

"RPM easily manages the complexities of today's ever-changing commissioning environment. ... We really appreciate the efficient the commissioning process is with RPM ..." Tom Gesky, CEO, Secure Path

Contact RPM at 403.265.6727, sales@rpmssoftware.com; or www.rpmssoftware.com.

BACKBONE COMMUNICATIONS!

BBCOM is offering several promotions at this time:

- Full Gige Internet Sale
- Full Fast E 100 Internet Solutions
- Burstable Internet Sale

- High-Cap Internet Solutions
- Hoot-n-Holler Sale

Contact BBCOM at info@bb2.net, 800.987.111 x238 or go to www.telecomagnet.org/blasts/bbcom/admin.htm to view all of their recent promotions.

NII COMMUNICATIONS IS SEEKING MASTER AGENTS! ...

nii communications is growing and needs your help. They are a well-established CLEC in Texas, Oklahoma and California. They have successfully provided quality "bundled" and "non-bundled" business solutions to small and medium sized companies for over 4 years! nii offers: flat lines, multi lines, trunks, and terminals. They do not offer: PRI, ATM, or Frame Relay.

nii offers their agents: per line acquisition bonuses of \$40-60; ongoing monthly residuals; training; an online support site; and a full sales support staff. and more.

For more information call Mike Vazquez at 800.932.3963 or email him at mike.fazquez@niicomunications.com

A+CONFERRING EXPANDS WEB CONFERRING STORE™

A+ Conferencing is a full service conferencing company with over 50 years of experience in the industry, recently announced that it has revamped its web conferencing product offerings to extend beyond its "buy-the-minute" product purchases. New products include low-cost flat rate, unlimited usage Web conferencing services and powerful and flat rate, and unlimited usage audio conferencing services. Launched in Aug '02, A+ Web Conferencing Store™ has more than tripled its sales since the first of 2003.

Headquartered in Houston, A+ can be reached at www.aplusconferencing.com or phone 888.239.3969.

IN A WORLD WHERE 'TIME IS MONEY'!

How fast do you get your Quotes? American Telesis prides themselves on one of the quickest turnaround times in the industry. Not only do they provide your quota in record time, but they get you up and running, and provide commissions right on time too.

How do they do it? With personalized service and people who care. American Telesis are experts in the industry.

Give American Telesis a call and let them line your wallet in record time at www.american-tele-sis.net; 800.297.1122; or info@american-tele-sis.net;

BANDWAVE SYSTEMS PROVIDES

. . . a complete line of communication and Internet services to transform the way businesses communicate. Bandwave Systems markets its Business DSL Services through Telecommunication Agent Partners who need one reliable company when provisioning broadband to their customers.

Definitely check this out! Contact Tom or George, Bandwave DSL Agent Program, at agents@bandwavesystems.com or 888.396.7182

MATH101 FOR COVISTA AGENTS!

At Covista Communications (formerly Capsule Communications) T1 = \$250 Cash Bonus . . . easy math for their agents. Now through 2-29-2004, each new voice T1 you sign up equals a \$250 bonus in your pocket. Submit your orders for T1 service today and watch your commission checks add up fast. (1 year contract required)

Contact Rosie Pottebaum, VP of Sales and Marketing at agentinfo@capsulecom.com or 888.887.6743text at the bottom of each page.

TAA Association News

Get High Quality Customer Leads With TAA's New Agent Referral Program

Whether it's tried to or not, because of the many "How To Buy Telecom" articles it has published, TAA's website has become a landing page for end-users looking for information and help. In order to properly serve these end-users and pass quality sales leads to TAA agents, TAA has set up the TAA agent referral program at www.HowToBuyTelecom.com.

Stated TAA founder Dan Baldwin, "TAA's www.HowToBuyTelecom.com site will provide end-users and agents an efficient meeting place that combines the ease of use of the yellow pages, the quickness of the Internet & the content of a buyers guide. The site gives end-users what they want, objective information about how to buy telecom and instant access to professional telecom agents that will match their needs to the proper provider. The agent wins because they get high quality sales leads for a flat administrative referral listing fee."

Referral headings at the site will be by geography or by specialty. Each heading will list premium listings & then regular listings. Within the premium or regular listings, listing order will be determined by listing longevity. TAA reserves the right to expand or change headings and all participants must agree to abide by TAA's "Fair Marketplace Policy [www.telecomagent.org/1_buying/fairmarketplacepolicy.htm]. For more information about TAA's agent referral program, please visit www.HowToBuyTelecom.com.

Are You Getting TAA's Printed Monthly Newsletter, Vendor Emails & FATPIPE Magazine?

If not, you're missing the biggest free benefits of TAA's complimentary membership as these three different information mediums are jammed full of important and time-sensitive

information that you likely won't get elsewhere.

Don't miss out! Update your TAA complimentary membership subscription now at www.TAAmember.com!

TAA Welcomes Five New Vendors In September

360networks

"High Bandwidth at Wholesale Pricing"

360networks specializes in serving the high bandwidth needs (DS3 to 10G) of agents and partners that serve Fortune 1000 companies, small carriers & other high bandwidth users. Agents that have placed their high bandwidth customers with Level 3, Williams or Global Crossing in the past now have a new vendor with an expanded footprint the other guys can't match, service you are looking for and significantly reduced pricing levels. Jeff Cosby, 214-732-8946. [www.360.net]

InfoHighway -

"Communicating At The Speed Of Now"

Serving agents since 1995, InfoHighway is a leading integrated communications provider offering voice and data telecommunications solutions to business customers in the Northeastern and Mid-Atlantic United States. InfoHighway's offerings include: Local and long-distance telephone services; High speed data (DSL) and Internet access; Network design and wiring and enhanced services such as Unified Voice Messaging and Reservation-less Conference Calling. InfoHighway is a well-financed, privately held, EBITDA positive company that offers agents residual commissions ranging from 5% to 25%. For more info contact Gene Rogers at 646-536-6938 or Agent@infohighway.com. [www.infohighway.com]

Metro Teleconnect

"Leader In Prepaid Residential Phone Service"

Metro Teleconnect's new "Blanket America" program offers consumers prepaid local dial tone at \$49 per month that provides unlimited local calls, 1000 long distance minutes and normal calling features like call waiting & caller ID. Metro Teleconnect is looking for agents that have relationships with merchants that serve the credit challenged. Simply place the product, no collections required. Thomas Gregson, 717-564-0603 or 800-695-6955. [www.metrotelco.com]

Reynwood Communications

"Better, Faster & Cheaper"

Reynwood offers agents: The best opportunity available to generate significant income from the most revolutionary business communications offering in decades; An opportunity to join the Reynwood family of partners; One-time fees when the customer signs a service agreement and attractive monthly residuals; The chance to add a fully-managed voice service to your existing offers; A service that will make your business customers more productive & Lead generation and co-op marketing programs. Rich Kelly, 800-668-0265 [www.reynwood.com]

Telecom Brokerage, Inc.

"Best Back Room & Friendliest Agent Contract" TBI offers an agent contract that requires TBI to meet performance commitments such as: No revenue commitments - Some master agents use revenue minimums as an opportunity to cancel agents; An evergreen clause - As long as the master agent is receiving commissions from the carrier for the agent's accounts, the agent should be paid; No non-compete clause - The customer should belong to the agent, not to the master agent; Majority of the commissions paid to the agent - A master agent should pay out 70 to 80 percent or more to the agent. Geoffrey Shepstone, 847.465.4500 [www.tbicom.com]

TAA's Website Has A New Look & Is Reorganized

Have you seen www.TelecomAgent.org lately? You'll notice a remarkable change from the look it's had since the late 90's. The site is completely "clean & unfettered" of anything that doesn't add to finding what you're looking for fast. We apologize to those of you who have a need to see "smiling faces" & flash animation but we've decided to opt for content over clutter and function over fashion.

A few of the functionalities of the old TAA site were not retained, namely the free agent "logo maker", "storefront websites" & classified ads. To those members who need those items, TAA will provide the first two on an individual case basis for a small fee. For more information about these & other marketing services available through TAA, please visit the TAA store at www.TAAstore.com.

Please noodle around the site & let us know what you think.

TAA Legal Alerts

In conjunction with the Law Office of Thomas K. Crowe, P.C., TAA is now releasing Legal Alerts when appropriate. Visit www.TAAlegal.com for full text of this and other Legal Alerts.

New Fax Advertising Rules

On June 26, 2003, the Federal Communications Commission ("FCC") adopted new rules for advertising by facsimile. The new rules, now slated to take effect on January 1, 2005, state that organizations wishing to advertise by fax must first get written permission from the fax recipient **even if** an established business relationship exists. Existing rules only require organizations to get prior written approval from those businesses with which they did **not** have an established business relationship before transmitting advertisements by fax. The many businesses, non-profit organizations and trade associations potentially impacted by the ruling will want to take full advantage of the fifteen month ramp-up period before the more restrictive facsimile advertising rules take effect.

TAA SUPPORTS BREAST CANCER RESEARCH

TAA has chosen to support the fund raising efforts of the Breast Cancer 3-Day Walk benefiting the Susan G. Komen Breast Cancer Foundation, a National Philanthropic Trust Project.

The Breast Cancer 3-Day is an incredibly special event. Thousands of women and men unite for three days and walk 60 miles in a bold display of courage and commitment. It's a weekend of hope, as the participants honor lives lost, celebrate survivors, promote breast cancer research, and help bring breast cancer care to those who so desperately need it.

On November 21-23, 2003, Kathleen Brown, TAA's Administrator, will walk the 60 miles from Laguna Beach to San Diego.

If you would like to support Kathleen's effort, please notify her via email (kb@telecomagent.org), fax (888.878.2142) or call her at 888.878.2141. Kathleen will then email or fax you the appropriate donation form.

TAA Web Links

- Home Page www.TAAhome.com
- Membership www.TAAmember.com
- News www.TAAnews.com
- Vendor Info www.TAAvendor.com
- Email Blasts www.TAAemail.com
- Newsletter www.TAAnewsletter.com
- Magazine www.TAAmagazine.com
- Audio Conf. www.TAAaudio.com
- TAA Store www.TAAstore.com
- Index & More www.TAAindex.com

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TAA's OFFICIAL TRADE JOURNAL at

www.FATPIPESUB.com

TAA's Email Blast Service Improved - Pick & Choose What Emails You Receive!

Were you wondering when TAA would get around to making it possible for its complimentary members to update their 50+ vendor email preferences all from one screen? Wonder no more because you can do it now at www.TAAmember.com.

The Bad Marketing Check-List

By Dan Baldwin – Editor-at-Large & Founder of TAA.

In a desperate attempt to actually graduate from college (after five plus years of not really trying) I switched my business major to marketing because I was told, "Anyone can graduate with a business degree in marketing". I can't remember who actually told me that, but it seems they were right – I graduated six months later.

Now I have an 18-year-old piece of paper that suggests I might know something about good marketing, but I believe I actually know a lot more about bad marketing. I know more about bad marketing because I've written a lot of bad marketing myself and have purchased bad marketing from others. And as a business owner, I'm the constant target of bad marketing by companies & individuals who want me to buy their products & services.

So while I continue to pursue my dream of being an expert in good marketing, the following checklist is offered to make sure your marketing is not bad marketing.

The Bad Marketing Checklist:

1. **No Headline** – If the most notable response your marketing piece elicits from your target audience is "huh?" it's safe to say you have no headline. Yes, you may have a brief "marketing statement" where your headline should be, but if it doesn't make your prospect stop what they're doing to read the first line of copy that follows, you can't claim to have a headline.

Pick the best headline:

- XYZtel Provides Great Conference Calling Service
- ABCinc Cuts Conference Bill 50% Using XYZtel

2. **No Example** – If your headline elicits the retort, "Oh yeah, says who?" then you're doing too much bragging and not enough proving. If you learn nothing else from this checklist, at least learn that every marketing piece is a good marketing piece if it has an example. The headline above, "ABCinc Cuts Conference Bill 50% Using XYZtel"

show the perfect use of "example marketing".

Why do your existing customers buy from you instead of your competitors? Interview a couple of your best customers and create one or two concise case studies. What do you do if you can't come up with a good example of a customer using your product? If your product is something of a commodity but you offer lower prices or better service, find an example of someone using your competitor's product.

After the right headline, the example is the most critical part of your marketing piece because it allows your prospect to do what they are going to do anyway, compare & contrast. Right after learning how to eat & poop, people figure out how to measure one thing against another thing.

How are two things the same? How are two things different? These two questions are asked & answered consciously & subconsciously by people no matter what. If you present marketing information to people without offering them comparative information (how your service is similar or different to something else) you are going to frustrate their natural desire to compare & contrast. Your marketing target will set aside your marketing information and not act on it due to insufficient data.

3. **No Pain** – While people may pursue pleasure during their evenings and weekends, the time of day between 9 & 5 is purely reserved for pain avoidance. No pain, no problem. No problem, no action. Period. If your marketing piece does not suggest that the reader is about to experience an increase in pain, the marketing piece will not be acted upon.

How is this best done? By question or example. Consider the following:

- "Does the boss know your data network is not redundant?"
- "Do you know where the fraud is in your phone bill?"
- "ABCinc Gains Edge On Competitors Using VoIP"
- "XYZinc Lays Off More Managers, High Costs Cited"

4. **No Cure** – Sure it's great when your biggest prospect finally sees their pain

but wouldn't it be great if they associated your service with the cure? Look no further than Monday Night Football for proper (and not so proper) examples of marketing messages providing a cure to suggested pain.

- **Marketing Pain:** Construction supervisor can't contact boss about building permit problems on Nextel phone
- **Marketing Cure:** Verizon's new "push-to-talk" service saves the project
- **Marketing Pain:** Great party with sexy people THAT YOU'RE NOT AT
- **Marketing Cure:** Close-up of beer company logo (drink beer, get sex)

5. **No Simple Call To Action** – How many times have you tried to respond to a marketing piece only to find that you couldn't find the marketer's phone number on the marketing piece or that their web address simply went to their home page – that mentions nothing about the marketing piece? What's up with that?

Even the five people out of every one hundred that do get all hot and bothered by your marketing message have more to do during their day than figure out how to buy from you. Give them something they can do 24 hours a day, 7 days a week where you are making it your responsibility to follow up with them. Give them a web link that immediately satisfies their desire for more information and make the link short like DataOfferInfo.com not www.ABCindustry.com/services/data/spacial.htm.

Better yet, provide a 800 number with the promise, "Call 24/7 To Speak To A Consultant" and have the number route to an answering service that can record the caller's contact information and then connect them to the salesperson who is on call. Don't let a single second lapse between the moment your prospect feels the desire for more information and your ability to deliver. Your prospect likely has access to a cell phone the instant they read your marketing piece, give them a phone number to dial and a human to talk to, NOW.

6. **No Expectation Management** – If your prospects don't buy and your one-time customers don't buy again, it's not that

7. they're disappointed in your service; you've probably just mismanaged their expectations – beginning with your initial marketing message.

Why are some suppliers 20% cheaper than their nearest competitor? Because they provide 20% less service. That's great for customers who don't need service but bad for customers that do. As well, prospects that have been having pain for months can wait another week for a competent proposal of pain relief, unless you've told them they'd get it in two days. When is "on time" "five days late"? When you've mismanaged expectations.

A great example of proper expectation management? Southwest Airlines. Do Southwest customers expect great rates & on time arrivals? Yes. Do they expect assigned seating & gourmet meals? No.

You are now in possession of the only checklist you'll ever need to make your next marketing message "not bad" (which is an actual compliment in many cultures.)

ABOUT TAA: *Founded in 1995, Telecom Agent Association at TAAweb.com,*

- *helps telecom agents market telecom services,*
- *helps telecom vendors find successful agents and*
- *helps end-users find agents to buy telecom services from.*

Dan Baldwin, TAA's founder & editor-at-large, is the principal of AgentVP.com, a consulting company that sets up agent channel sales programs for business service companies

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XO Communications

Suzanne King 703-547-2794
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Looking to increase your revenue stream
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SALES AGENT PROGRAM

InfoHighway Communications Corporation is one of the largest UNE-P based providers in the Northeastern United States. Our agents can offer their customers significant savings on their monthly phone bills without switching them from their existing networks or changing their phone numbers.

KEY DIFFERENTIATORS

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- Long Distance Service in 26 states
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- Conference Calling Service
- DSL, Dedicated T1 and Dial-up Internet services

InfoHighway is a well-financed, privately held, EBITDA positive company. We offer residual commissions ranging from 5% to 25%, and in 2002 we paid out over \$2 million in commission to our agents.

For more information e-mail agent@infohighway.com or call Gene Rogers at 646-536-6938

InfoHighway Communications Corporation, 175 Pinelawn Road, Melville, NY 11747
or visit us at www.infohighway.com

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POWERCOM																					www.powercom.com
Qwest Communications																					www.qwest.com/partners/
Real Time Conferencing (RTC)																					www.rtconferencing.com
Reynwood Communications																					www.reynwood.com
RPM Software/Bandwidth Place																					www.rpmssoftware.com
Sprint																					www.sprintbiz.com/programs/
TECHtionary.com																					www.techtionary.com
TelCan, Inc.																					www.telcan.net
Telecom Brokerage Inc. (TBI)																					www.tbicom.com
TelePacific Communications																					www.tpacagents.com
TMC Communications																					www.tmc.com
XO Communications																					www.xo.com

VENDORS: If you see any ERRORS above, please notify Kathleen Brown at kb@telecomagent.org.

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Mike Burns at 888-239-3969 or visit AplusConferencing.com

