



Telecom Sales Journal

Nov-Dec 2000
LOCAL/WIRELESS
DOUBLE ISSUE

Official Magazine Of The Telecom Sales Professional

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David A. McClure, President, TeleCom Consultants, Inc.

David is a master agent who has been successfully selling local lines to his business clients for years. He also successfully manages a large network of telecom subagents throughout the US. If you're an agent looking to learn how to sell local from a seasoned local master agent, heeding his words is a must!



LEC Resale Case Study: Small Business, Big Telecommunications Needs

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Bob Stephens, VP Sales, Ciera Network Systems

Bob Stevens who was recently appointed by TAA to chair TAA's CLEC Certification Committee, offers this case study. TAA greatly appreciates the time & resources Bob is providing to head up this important project.

CLEC Case Study: Network Service Plus Equipment

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By Latif Benik, Agent Program Director, Pac-West Telecomm, Inc.

Pac-West is approaching CLEC sales from the customer's point of view. Few business customers actually pine the day away wishing for a new and better local service provider to connect their phone equipment to the world. Most wish they could trust just one vendor to handle all their telecom from end to end. Pac-west will be the answer to a lot of customer's dreams.

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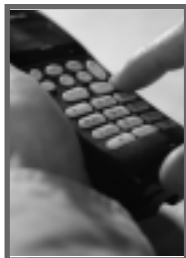
By Tim Muechen, Vice President of Corporate Partner Sales, BTI

Tim raises excellent questions that you'll want to review with all prospective CLEC partners. A bad day in the CLEC world means a lost customer forever.

UNE-P & Application Based Selling: It's What The TALK's About! 23

Marilyn Dooley, Dealer Sales Manager, Talk.Com

The question asked by most agents considering sale of local access is "What the heck is UNE?" Seems like a good reason to finally get off our duffs when it comes to taking local sales seriously.



Wireless Sales: Drinking from the Wireless Firehose 15

Erik M. Eames, Vice President, FerrisCom

For years telecom agents have been frustrated by the fact that they couldn't get paid ongoing residuals from wireless sales, just an up-front commission. Well back when you had to sell phones one at a time that was a good reason to stick with long distance. Today, however, the up-front pop is in most cases greater than what an agent would accrue in a year of 10% residuals on usage and most business wireless sales are for multiple units. If you're not asking about wireless, you're missing out on easy money.

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William Van Hefner, Publisher, www.TheDigest.com

William Van Hefner, also known as "Van", raves about the food, comments on the celebrities and provides some enlightening tips. Van is the editor & publisher of the telecom agent web site, www.TheDigest.com and the president of Vantek Communications. He is both an agent and an agent industry pundit in addition to other avocations. For a look behind the curtain of this agent industry pioneer's mind go to his "ME" web page at www.TheDigest.com/Van. (He's got to be a genius - he likes Pink Floyd!)

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TAA trade show moved, new Professional Member program announced, and TAA selects Bob Stephens as Chair for the CLEC Certification Program

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Legal Talk: Finding a Good Agent Attorney

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Thomas K. Crowe, TAA Communications Counsel

Reading this article and acting on it might be the first step to a good night's sleep.

Until just a few years ago I had never seriously considered hiring an attorney to represent me in business. When I started getting scary letters from other people's attorneys though I figured I'd better get someone on my team that had stationery just as impressive looking as the stationery belonging to my adversary's attorneys.

Now, whenever I get a threatening letter from someone's attorney I simply draft a detailed response in my own words and forward it to my attorney. He takes out all the cuss words and forwards it on. No fuss, no muss, no sleepless nights!

At TAA we get quite a few requests from agents for assistance with a carrier or reseller who has stopped paying an agent or an agency. For those agents who feel they have been improperly terminated by a carrier or reseller, TAA is happy to assist. Simply forward proper documentation of the situation (copy of contracts, termination letters, a summary of your side of the story on your letterhead, etc.) to us for review. If it looks like you have a case we'll present the information to Mr. Crowe who'll quote you how much it will cost in legal fees to draft a demand letter to the reseller or carrier.

In addition, if Mr. Crowe determines that the agent's case has merit, the agent may also file a grievance against the carrier or reseller. In this manner, other TAA members may review the facts of the grievance so that they can know how the carrier or reseller is handling disputes brought forth by fellow agents.

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Continuing our journey down memory lane, curtesy of PhoneHistoryStore.com.

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Nostalgia

From

www.PhoneHistoryStore.com

Long Distance pays off in extra sales



"Qualifying prospects by Long Distance doubled our sales"

says S. J. McLagan, sales promotion manager,
Suburban Propane Gas Corp., Whippany, N. J.

"We recently tried Long Distance for sifting out prospects for our gas dryers," reports Mr. McLagan. "These phone calls made it possible for our salesmen to cover a wider area and set up more productive demonstrations."

"We averaged one order for every four demonstrations. This doubled our past sales record. And profits went right up with sales."

Long Distance pays off! Use it now . . . for all it's worth!

LONG DISTANCE RATES ARE LOW

Here are some examples:

Birmingham to Atlanta	65¢
Whippany, N.J. to Boston	80¢
Newark, N.J. to Cleveland	\$1.15
Miami to St. Louis	\$1.55
San Francisco to New York	\$2.25

These are day rates, Station-to-Station, for the first three minutes. Add the 20% Federal excise tax.

BELL TELEPHONE SYSTEM



See page eight for details on how to become the owner of this 1961 nostalgic advertisement.

Telecom Sales Journal

Official Magazine Of The Telecom Sales Professional

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Subscription Information:

All subscriptions are handled through the web sites at www.TelecomAgent.org or www.TelecomSales.org. To add, change or cancel a subscription please do so at the registration portion of one of those two web sites or email Andrea at Andrea@TelecomAgent.org. Where duplicate registrations exist for the same email address, only the most recently updated registration will be mailed to.

General Information:

Telecom Sales Journal (TSJ) (ISSN pending), the official publication of the Telecom Agent Association (TAA) and Telecom Sales Association (TSA), is published monthly by One Plus Agent Association (OPAA). OPAA is the parent corporation for TSJ, TAA & TSA. Copyright protected (c) OPAA. All rights reserved. Publisher reserves rights to accept or reject any advertising or editorial material. Advertiser, and/or their agents assume the responsibility for all content of published advertisements and assume responsibility for any claims against the publisher based on the advertisement. Editorial contributors assume responsibility for their published works and assume responsibility for any claims against the publisher based on the published work. No part of this publication may be reproduced in any form or by any electronic or mechanical means, including information and retrieval systems, without advance permission in writing from the publisher. All items submitted to TSJ, TAA, TSA or OPAA become the sole property of OPAA. Editorial content may not necessarily reflect the views of the publisher. All correspondence and inquiries should be sent to the above address.

Nostalgia

From www.PhoneHistoryStore.com

This issue of Telecom Sales Journal (TSJ) nostalgically spotlights two more vintage telephone advertisements that will be available for purchase through the association. Revenue generated through sales of these vintage advertisements helps offset the cost of producing the TSJ.

Spotlight Ad #6, dated 1961, suggests that even at seventy-five cents per minute, long distance calls pay for themselves. On the back is a Schlitz beer ad that explains how Schlitz got the slogan, "The beer that made Milwaukee Famous". Something to do with Mrs. O'Leary's cow....



Ad #6

"Long Distance pays off in extra sales" is reprinted on page 7



Ad #7

"Not for you, darling... this is girl talk" is reprinted on page 38

Spotlight Ad # 7 is from a 1960 edition of National Geographic. This ad, clearly aimed at men, suggests that "girl talk" is a good investment. Notice the phone number: KL5-2369. On the back is an ad for the European Travel Commission that suggests travel before or after the summer tourist rush.

The original print advertisement spotlighted may be purchased for \$1,000. So that you can verify the quality of the original print ad prior to investing \$1,000 in it, you may ask for a "proof" of the ad. To produce a 'Proof', TAA paid for a high quality "drum scan" of each spotlighted print. The high quality scan is then used to create a reasonable facsimile of the original, which can be mailed to you. With the proof in hand, you can determine whether you should consider investing in the original.

Black & white ad proofs are available for \$25 plus shipping & handling. Color ad proofs are available for \$50 plus shipping & handling.

Phone History Store celebrates and makes available to association members pieces of telecom history. Various pieces available for viewing and acquisition include original advertisements, books and magazines, phones, jewelry, toys and other miscellaneous items. View them today at www.PhoneHistoryStore.com.

President's Letter

How to tell a CAP from a WAP

by Dan Baldwin

Some things go together pretty well. In this month's issue of Telecom Sales Journal (TSJ) we explore how to buy or sell wireless & local telecom products & services. While wireless & local may not initially seem to go together, these two products are in fact two versions of the same basic product called "access". The term, access, refers to the method a telecom end user uses to get linked to a specific network that will take them from where they are to where they want to be.

Examples of various telecom networks to be accessed include the "public switched telephone network" (PSTN) to complete a voice telephone call, the internet to surf the web or transmit email messages over the public domain, or a "virtual private network" (VPN) to transmit data in a somewhat more secure manner.

A visible analogy that helps us understand the invisible telecom concepts of network & access comes from the travel industry. When planning a trip from point A to point B, we focus the majority of our time considering the big transport piece in the middle. When considering travel from Los Angeles to New York, we think about it in terms of how & how much airplane, train, or bus service we'll need. The middle transportation piece of this travel analogy, the part that transmits us the majority of our distance, is analogous to



"The ground transportation that gets us to the airplane, train or bus station is analogous to telecom access products."

Dan Baldwin is TAA's President as well as the Editor and Publisher of the TSJ. ●

various telecom networks. The ground transportation - taxicab, cars or public transit - that gets us to the airplane, train or bus station is analogous to telecom access products - wireless or wireline - that get us to a desired telecom network for some sort of long haul transport.

Other terms that are sometimes indiscriminately bandied about by persons referring to some sort of access issue might include "local loop", the "last mile", "copper", "LEC" (local exchange carrier), "CLEC" (competitive LEC), "RBOC" (regional bell operating company), "bypass", "cable", "fixed-wireless", "CAP" (competitive access provider), "WAP" (wireless access protocol) or one of hundreds of other mind-numbing acronyms, pseudonyms or homonyms. This special "access issue" of TSJ is designed to be an antonym (or antidote) to any and all of the confusing stuff that might tend to obscure the simplicity that local or wireless access is - the cab that gets you to the airport. We thank all those who have contributed to this issue.

to Market

Competitive Local Exchange (CLEC) Services

for the Independent Agent Channel

by David A. McClure

Overview:

A. Comparisons of two major types of CLEC service:

1. Facilities-based (F-CLEC)
2. Non Facilities-based (Reseller or Resale CLEC)

B. Identifying solid prospects for each type service; assisting clients with choosing.

C. Marketing Realities

Facilities-based CLECs approach service delivery in several primary ways. Many have purchased and installed Class 5 Local switches (Lucent 5ESS, Nortel DMS x00, etc.) in one or more metropolitan areas. In each market, they then lay their own fiber optic cables, usually in an interconnecting ring configuration, offering direct fiber connections to larger clients and those very near the fiber rings. Most clients, however, are served through “last-mile” connections the CLEC leases from the local ILEC (Incumbent Local Exchange Carrier), usually an RBOC (Regional Bell Operating Company) or GTE, etc.

Many F-CLECs deliver all or most of their end-user services through a T-1 line; a 4-wire, 1.544-MB bandwidth, up-to-24-channel-per-line copper wire. This is installed by the ILEC at the client’s premises, then connected back at the other end, in the ILEC CO (Central Office), to a larger “pipe” (usually DS-3, 45MB, or larger) connecting that ILEC CO back to the CLEC’s Local switch. All features, dialtone, etc. are then delivered through

that channelized T-1 to the client’s phone system. In this scenario, due to the relatively high cost to the CLEC of the leased T-1 circuit, they normally require a minimum of 8, 10 or even 14 lines to be purchased by each end user. Most of these type CLECs offer interconnection service to most any Long Distance carrier the clients wish to choose, as well as their own LD service; some require the Local clients use only that CLEC’s LD. A major drawback to the T-1 delivery method is that installation and cutover, especially when “porting” existing local ANIs (phone numbers), usually takes a minimum of 45 business days from order date and sometimes FAR longer! Informing clients of this as they place an order helps avoid disappointment and canceled orders. Another major consideration is the CPE (Customer Premise Equipment) needed to break the T-1’s digital signal into individual analog conversations, Channel Banks, T-1 Cards, Integrated Access Devices, etc. Many CLECs install this equipment free for as long as the client uses their service, but sometimes you may need to assist the client in finding correct equipment.

A few F-CLECs prefer to purchase “Unbundled Loops” from the ILEC as the last-mile access method; individual POTS (Plain Old Telephone Service) 2-wire lines, instead of, or in addition to, T-1 lines. This allows cost-effective delivery of less than 8+ lines to smaller clients. Usually, some additional equipment must be installed by a CLEC in each ILEC CO to connect the clients served out of those COs back to the CLEC’s Local switch. Advantages of this delivery method also include shorter installation times, often 15 - 30 days, and when service problems occur, they often only affect one Business line at a time, rather than ALL lines a client has, as with a single T-1 circuit.

With every F-CLEC offering, a critical factor in the Pre-sale process is to confirm that your Prospect may indeed have that CLEC's service at the desired location. The Prospect must be served currently by an ILEC CO in which your chosen CLEC(s) have service available. Verify with the CLEC based on the Prospect's NPA-NXX (area code - prefix). Some CLECs have regularly updated lists on their Agent web sites, others you must email or call requests for each Prospect.

Some well-known examples of Facility-based CLECs are AT&T Local, MCI Metro (part of WorldCom now), Intermedia, ICG, Adelphia, WinStar, Teligent, mPower, eSpire, KMC and others. The reality of working with and marketing for these and other CLECs is as varied as the names; some provide excellent Agent support, solid Agent contracts, high-quality service delivery to clients, attractive client pricing and accurate, timely Agent commissions. Others provide few, if any, of these benefits, although they all CLAIM to! It's highly recommended to at least discuss potential CLEC Suppliers' past performance with Master Agents who know them well, or work through a Master Agent, unless you are willing to risk many months of work selling for one or more CLECs, only to start all over after discovering their client services and/or Agent support & commissioning leaves much to be desired.

The biggest single advantage for the Sales Agent of proposing a Facilities-based CLEC's service to a prospect is cost; usually the savings off the ILEC pricing is at least 30%, sometimes as much as 40% - 60%! Non-facilities CLECs usually only offer 3% to 15%, occasionally 20% savings over ILEC pricing.

Non Facilities-based CLECs, often termed Resellers, also vary a bit in their method of service delivery, but have many similarities, especially from the perspective of what clients care to know. Resellers generally have a Contract with one or more ILECs to purchase phone services in large volume with extended terms. The Reseller often only provides Invoicing and Customer Service to the end-user; all physical network service functions will still be provided by the ILEC, including repair services. One major advantage of this type service is widespread availability; they may have state- or region-specific or even ILEC-specific territories of service availability, but within that defined area, usually ANY client currently on the ILEC service may be sold the CLEC Reseller alternative, at a discounted rate.

Depending on the type of contract, the CLEC may be receiving anywhere from 17% to 40% wholesale discounts from the ILEC. TSR (Total Service Resale) has existed since immediately following the 1996 Telecom Act, passed by the US Congress in March of that year, mandating that RBOCs allow resale. TSR usually has lower wholesale discounts than newer resale contracts. Due to varying wholesale discounts, the strength of the CLEC offerings varies greatly; many have a very non-compelling 3% to 5%, maybe 10%, discount for the end user and a similarly non-compelling 5% maximum total Agent commission! Even at that they cannot make much, if any, profit on the Local resale, so they almost always require their long distance traffic be sold as part of their package. Some have fairly strong LD pricing, some are quite lukewarm offerings, but that's where they make virtually all their profit, or even make up for a small LOSS on the Local lines. Those Resellers who have larger wholesale discounts, usually through UNE-P ILEC contracts (Unbundled Network Element Platform), often provide 10 - 15% discounts off ILEC prices to end users, sometimes as much as 20%. And they pay better to the Agents, 10% - 13% commissions based on total Agent volume. A few even pay a large initial bonus per line sold, then ongoing residuals. Newer UNE resale Agreements are slightly different from TSR in the daily workings of provisioning, Trouble-ticket resolution, etc., but these are largely transparent to both clients and Agents.

Another advantage of Resale CLEC offerings over Facilities-based CLECs is speed of installation, often only 3 - 15 business days after submitting paperwork (which is MUCH simpler to complete than F-CLEC paperwork). The single biggest advantage of Resale, however, from a client perspective (also from the perspective of Agents who appreciate spending more time selling the next clients than cleaning up problems for the last few!), is the reduction of service problems. A very high percentage, from 20% to over 50% (depending on the overall competence of the CLEC) of all cutovers to F-CLECs experience one or more major problems during/just after service installation & porting of existing Local numbers. These may interrupt part or all of their service for a few hours or even several days immediately after crossover. Except for a specific few F-CLECs who seem to have regular troubles crop up every few weeks or months with many clients' service, most of these CLECs, once they correct the initial crossover problems, then provide outstanding, near-trouble-free ongoing Local service (as good or better than ILECs for overall uptime). Resale CLECs, on the other hand, again except for a few which aren't as competent, often have 90% - 99% error-free initial cutovers

and ongoing service largely identical to that received by ILEC retail Customers. Therefore, when a Prospect is in an area that has both Resale and Facilities CLEC options available, we generally show them the larger savings with Facilities service and the greater safety of Resale service with still reasonable savings and let them tell us which is more important to them. Since we market both, we don't have much preference which they choose. Some clients want maximum savings and feel a few days of hassle is worth more money every month, others feel that if they must take a significant risk of outage to achieve savings, they would prefer to just remain on ILEC full retail pricing! - so they will only accept a Resale offering that provides very little risk of cutover difficulty. Another important function of this multiple initial offering, rather than simply selling the lesser savings safe Resale option is that it locks them in to your program. As the months go by after they have moved to a Reseller's 10 - 15% savings, when they are approached by competing F-CLEC sales persons with much larger savings, they tell those salespeople that they have already considered a non-ILEC network plan with much greater savings but decided not to risk the potential downtime.

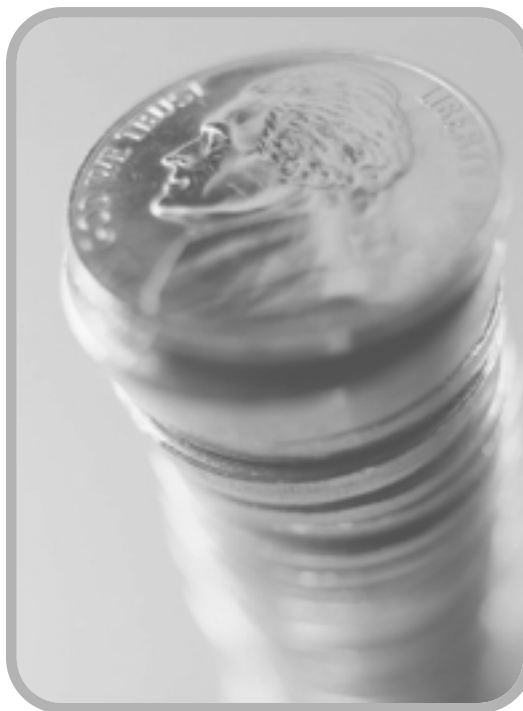
Other benefits of clients using any type CLEC often include better Customer Service than the ILECs (watch out, though, some are worse!). Generally, CLECs realize they could lose Customers' business at any time, so they have a "How may we make you thrilled at our level of service" attitude instead of the oft-found ILEC "Monopoly Mentality".

In the area of "Realities of Marketing" CLEC services, it usually is far easier to calculate & explain the savings offered by a Resale CLEC than an F-CLEC. Resale is most often priced as a flat % savings off ILEC prices, usually including ALL items like Lines & Features, excluding Regulatory fees, 911 charges, etc. which are passed through at the same cost), so calculating total savings is VERY

simple. Some offer one % discount off the Line costs, with a different % off the features (you'll need to learn each CLEC's pricing), but overall it's very easy to learn and simple enough to explain to a Prospect on the telephone without even sitting in front of them laying it out on paper. BUT F-CLEC savings, however, is much more complicated, especially if you, as we do, represent multiple CLECs and are showing more than one to a Prospect, or if you're trying to compare YOUR

F-CLEC savings versus another F-CLEC's (the competition). F-CLECs usually have their own list prices for Lines, Features, etc., with no direct % relationship to ILEC pricing. Some include a few features free that ILECs charge for, such as hunt/rollover, packaging of features make each cost less, total annual volume and length of term commitment changes some items' pricing, etc. Often one F-CLECs' Line and/or Feature pricing is lower than another F-CLEC, but when you look more closely you discover the one with higher prices may include, while the Competitor does not, most or all Regulatory fees like FCC Access, Hearing Impaired Surcharges, even sometimes 911 fees, etc., so overall it's actually the lower cost for that Prospect! So you must compare carefully, calculating each Prospect's dollar and/or % savings individually - we recommend employing a detailed spreadsheet comparison. Enter the data directly off the Prospect's phone bills for extreme accuracy.

We also find in many US markets there are ILEC options including both Flat-rate Local lines, unlimited Local calling at no per-minute charge, AND Measured-rate Local lines, with lower per-line charges, but then clients pay for each call per-minute or per-call. Often they are paying more to the ILEC on a Measured plan than they could be paying Flat-rate, so analyzing their recent invoices often reveals another sizable



"You must compare carefully, calculating each Prospect's dollar and/or % savings individually."

% savings just by moving to Flat-rate PLUS the added % savings of the Resale discount. Therefore we may be able to offer them an overall cost reduction of maybe 20 - 40% or more, instead of simply the 10 - 15% discount achieved through the Reseller, allowing for a much easier sale. Learning the various ILEC options in each area can obviously be very important.

Well-known examples of Resellers are Access One (now part of Talk.com), Network One, BTI, Access Integrated Networks, C2K and many more. Quite a few F-CLECs will also offer hybrid service; Resale services with lower discounts in areas where they do not yet offer Facilities-based service of their own. Most of these have restrictions on how much and/or where Resale may be offered.

Why should I redirect a significant portion of my time to selling Local services when I am doing well marketing Long Distance and/or Data services? This is a question we're often asked by experienced Telecommunication Agents, with good reason. There are several extremely strong reasons for shifting to Local-line sales. At TCI, we have marketed LD & data services for almost 11 years. When the US Congress passed the Telecom Act in March 1996, we immediately began marketing Local service on a limited basis. Provisioning, while still today an imperfect science, left MUCH to be desired back then, even with Resellers! But we saw the future and continued to work with Suppliers to "work out the bugs". Four years later we PRIMARILY market Local, and add-on the other sales! Here are the major benefits we see:

1) Sell to your existing client base.

Go back to the clients who already trust you with part of their telecommunication services and boost your average revenue per client, without a need to provide service to more clients - very cost-effective and reduces your churn rate. When you handle most or all of their services, even if you have them on several different Suppliers, they much more often call you before accepting a competitor's offer.

2) Cold prospecting is easier

Many potential clients who have been bombarded several times each week for 15+ years regarding LD savings plans won't even talk to most Agents about their LD, nor even their data needs. But they have seldom, if ever, been approached regarding LOCAL savings. You call on FAR less Prospects to get in one door and your close ratio is much higher than with LD & data. Did you ever make an LD presentation where they ended up just calling their existing LD Supplier and requiring them to match your offer? Never happens with Local service! And AS you are closing the deal for their Local business, your chances of capturing their LD and/or Data, immediately in many cases, later in others, increases dramatically.

3) Pricing of Local service is much more stable

Experienced Telecom Agents know that LD competition has for a long time and probably will continue for the next several years, to push prices lower every few months. You either accept high churn rates of your LD base or spend a considerable amount of your time re-selling your existing client base on lower priced plans, which ultimately lowers your overall commissions! Local pricing has changed very little since 1996. And the first cutover for clients, moving off ILEC billing and/or network service for the first time EVER, is still just frightening enough that they don't want to do it again anytime soon, ESPECIALLY not for a much smaller added discount than they received the first time you helped them! Spend more time selling new clients and increasing your monthly commissions rather than just saving what you already have. Commission growth with Local service is much faster.

4) Local clients much more readily give referrals than LD clients do

'Nuff said. You like to work hard? Or smart?

One more Local option, which is really too complicated to delve into deeply here, is only offered, as far as we know, by one particular F-CLEC. It is a dedicated T-1, basically just an older-

style, LD-only T-1, with a twist. The Supplier has reprogrammed their Class 4 (Lucent 4ESS, etc.) long distance switches to be able to make and complete outbound & inbound Local calls through the LD switch! This service is available generally everywhere in the continental US with a full-T, 24-channel minimum. Even porting of existing Local numbers is available in most areas. Several quirks of this service include that it's not priced per-line as are most Local services, but per-T on a mileage-from-the-POP basis like traditional LD-only T-1s. If clients are reasonably close to the POP, the savings can be HUGE (we've seen over 70%!). In most areas clients must maintain at least one POTS line for completing 911 and/or 411 calls since those usually cannot be made from a Class 4 LD switch. Clients must take the LD service from that carrier, no interconnection to other PICs is offered. BUT, their LD pricing is true dedicated rates, whereas most Local services, even when offered over a T-1, do offer multiple PIC choices, but only at switched-access LD pricing.

To be really expert in Local sales and maximize your commissions, whether you choose to offer them or compete against them, you'll need to learn the strengths and weaknesses of the bundled CLEC offerings that include choices of Local, LD, Data such as Frame Relay and/or Internet Access from various specified channels of a Local T-1; ISDN PRI T-1s which allow dynamic allocation of some or all of these various services (plus Caller ID / ANI delivery, etc.) and other choices. Many of these include the simplicity & convenience of a single Supplier with a single invoice, possible increased overall savings - and potential multiple simultaneous service outages! On the other hand, is an unbundled set of services from multiple Suppliers delivered over separate Facilities going to cost more or less than bundling? Watch for that! Most bundling Suppliers claim overall better savings, but as you learn all the available options in a given market, many times a well-chosen set of separate services actually delivers lower total cost. But is it enough lower for it to be worth a client's time dealing with multiple Suppliers? Or will you provide interface services such that they only need to contact you and you'll place Move/Add/Change/Trouble-ticket orders for them with the correct Supplier(s) - a very important added advantage you the Independent Agent should offer, in our opinion? Or will the client feel more comfortable with several Suppliers simply because they don't want all their Telecommunications options to go down at the same time? Much knowledge is needed for you to really do well at Local sales, but you can sell quite a lot, especially of simpler Resale, with only an hour or two training!

Finally, we believe you should strongly consider the "First-to-Market" reality. If you don't offer your LD & Data clients Local service savings, someone else will very soon (could be one of our Agents!). Then all the advantages that could be working for you, making it hard for anyone to take your Local clients away, will work against you. Currently there are only about 3% to maybe 12%, depending on the area (even less in rural areas), of clients using a CLEC. The opportunity is HUGE, right now. Don't miss any more of it! And if you'd like the guidance of a highly experienced Master Agent, plus the advantage of not needing to make a volume commitment to each one of many different Local Suppliers, call or email us. We'd be happy to assist you in moving boldly into the future! Where no man has gone before... (wait, that was Captain Kirk's line, wasn't it...).

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Drinking from the Wireless Firehose

by Erik M. Eames

You have probably heard of the phrase “it’s like trying to drink from a fire hose”. You’re probably also familiar with those popular shower heads that you can adjust to spray water in varying configurations. There’s the massage, the mist, the jet, the cone, the soaker and a half dozen other water spray types. So here’s the analogy: Selling wireless services in today’s business environment is like trying to drink from a fire hose that is constantly being changed from one spray type to another while you are trying to get a gulp! The bad news is that you will end up getting pretty wet, the good news is that you will definitely get enough to drink — you won’t go thirsty.

The wireless industry is moving so fast and there is such high demand for all the new wireless products and services, it’s a great time for telecom agents to jump in and get wet. The hard part is picking the right carrier(s) with which to partner and in understanding the business well enough to supply the right products and services to the customer.

There are many wireless industries and technologies that agents can sell. Some require more technical expertise like wireless local loop, wireless cable or satellite services. Others are pretty basic like text and numeric pagers. With the emergence of WAP (wireless Application Protocol) technology, which enables a wireless device (a cell phone) to act more like a computer, I believe that wireless phones (cellular, digital, PCS) provide the perfect combination of the three key elements necessary for telecom agents to succeed: 1) they are a high-demand, mass-market product for both consumer and business clientele; 2) they provide the right level of “high-tech” and “cutting edge” products that compliment an agent’s current telecom services; and 3) they offer a lucrative commission structure that provides agents with a growing (not shrinking) future revenue stream.

Sales of wireless phones can be as simple as a single phone for a friend or family member, or as complex as a multi-location corporate customer looking for the right productivity tool and business solution. Allow me to provide an example of each.

First the single phone sale: I just sold (actually gave away) a phone with new service activation to my sister who lives in Maine. There, that was easy (and I made about \$150 doing it).

Now the business application/consultative sale: A national employment recruiter with offices throughout the country wanted to improve their head hunters’ productivity and mobility. If one of their head hunters missed an important call it could mean thousands of dollars in lost commissions. The problem was that they wanted one vendor with whom they could do business with one point-of-contact for all their offices across the country. They also wanted to activate wireless service on only the best/most reliable/most trouble-free network in each of their market areas (Boston, Atlanta, San Fran, San Jose, Dallas, Louisville, NY, Philadelphia, Virginia, LA, Phoenix, Chicago) using the latest digital, WAP-enabled equipment. Additionally, they wanted a vendor who could respond quickly, and provide the level of service they expected and was capable of handling their aggressive growth goals. Pretty tall order!

The company interviewed many wireless carriers direct, including AT&T Wireless, Nextel, Omnipoint/Voicestream, and Sprint PCS. However, none of them alone could provide everything they were looking for. The ended up working with us exactly because we were not the carrier direct. We could address all their needs through mixing and matching carrier services by market, and sometimes by individual recruiter usage and need. We analyzed carriers and plans by each market, presented our recommendations, then established “phone packages”

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ASSOCIATION NEWS

How the Best Telecom Association is Getting Better!

TAA Trade Show Date Changed & Trade Show Co-Op formed

The next TAA member trade show, originally scheduled for January 8th & 9th, 2001 in San Diego has been rescheduled to January 2002. Stated TAA President, Dan Baldwin, "TAA has a policy of funding trade shows by forming a financial co-op among TAA members interested in participating in the trade show. For TAA's 2001 trade show, TAA was unable to establish sufficient co-op funding in a timely enough manner to cover the production & marketing costs of a successful trade show."

TAA has formed a new trade show co-op among its agent & vendor members to plan, finance & produce the January 2002 trade show. TAA members interested in joining the TAA trade show co-op should contact Dan Baldwin at 619-522-6221 x101 or dan@telecomagent.org.

"Professional Member" Category Expands TAA Membership Program

On November 15th, TAA created a third category of association membership called the "professional member". This new professional member category augments the two existing TAA membership categories, vendor & complimentary. Stated Dan Baldwin, TAA President, "TAA's new professional member category is our long awaited annual dues paying membership category specifically designed for telecom professionals who either have or are creating a career for themselves in telecom sales. Current complimentary members now have the opportunity to upgrade their membership and access premium association benefits through a low, co-op annual dues structure.

The two existing TAA membership categories, vendor & complimentary will remain unchanged with one exception. Baldwin continued, "Currently, all registered TAA members are basically complimentary members entitled to unlimited web site access and a complimentary subscription to TAA's monthly magazine, Telecom Sales Journal (TSJ). Vendor members are complimentary members that have paid extra to access TAA's membership database and have TAA distribute the vendor's press releases to TAA's members. The only change planned to complimentary memberships is the phasing out of the free TSJ subscription. TAA currently prints 3,000 TSJs per month. Beginning in 2001, printed TSJs will be mailed via first class to professional and vendor members. Select complimentary members may continue to receive printed copies of TSJ via bulk mail until the number of TAA professional & vendor members reaches 3,000. Complimentary members may continue to read the electronic version of TSJ at TAA's web site, www.telecomagent.org.

"The reason behind forming the new professional member category", stated Baldwin, "is to create a co-op among our members that will enable TAA to provide the premium association benefits our members have been asking for at the lowest possible dues structure.

TAA Professional Membership Benefits

“Professional” members of TAA are those telecom agents, affiliates, brokers, consultants and distributors who work directly with the telecom distribution channel end-users, the small- and medium-sized businesses and large consumer groups, on a daily basis. In exchange for the annual dues paid by professional members, TAA provides the following annual benefits:

1. Advocate, Intervention, Mediation, Arbitration and Grievance Services. TAA provides assistance to professional members experiencing challenges with master agents, reseller, carriers or other vendors. TAA will review the challenge in-house and/or with the TAA staff attorney and contact the vendor on the professional member’s behalf to help facilitate a positive solution. If a positive solution can not be facilitated, TAA may file a public grievance against the vendor on the TAA web site.
2. Personal Recommendations & Advice. TAA staff will work directly with professional members to refer them to reputable vendors and provide professional advice.
3. Complimentary Telecom Sales Journal (TSJ) Classified Ads. Professional members may advertise what they need or what they have to the entire 3,000+ audience of TAA’s monthly printed magazine.
4. Complimentary Subscription to Telecom Sales Journal. Delivered hot off the press via first-class mail.
5. Professional Member Directory. Professional members will be included in and receive a printed copy of TAA’s Annual Professional Member Directory published in July.
6. Agent Marketing CD. Professional members will receive a complimentary copy of the TAA Agent marketing CD that includes print-ready two-color & four-color postcards, four-page customer newsletter, and matching artwork suitable for corporate identification pieces such as business cards, letterhead & customized web sites.
7. Agent Marketing Leads. Professional members will receive complimentary access to the 300,000 telecom business “end-user” marketing leads that are purchased by TAA for member use.
8. A professional membership certificate and numbered membership card for your office & wallet respectively.

TAA Professional Member Annual Dues Structure for Calendar Year 2001

One-Year Professional Membership (expires December 31, 2001)

If paid before January 31, 2001	\$99.00
If paid after January 31, 2001	\$149.00

Two-Year Professional Membership (expired December 31, 2002)

If paid before January 31, 2001	\$149.00
If paid after January 31, 2001	\$199.00



2002 Trade Show Co-Op Membership

Professional Member Share	\$149.00
Vendor Member Share	\$1,100.00

Professional members shall observe professional standard of conduct. Trade show co-op members will vote on trade show matters & have an equity state in the trade show. Other important information regarding professional and trade show co-op membership may be found and should be reviewed regularly by prospective & existing members at TAA's web site, www.TelecomAgent.org.

2001 Membership Drive Commences

In an effort to minimize the time TAA spends selling memberships so it can maximize the time it spends generating member value, TAA has announced an end-of-year membership drive that began on November 1st 2000 and runs through January 31st 2001. During this 2001 membership drive "season", all TAA members registering and paying for a 2001 TAA "Professional Membership" can do so for the membership drive price of \$99. After the membership drive ends, professional membership for the rest of the 2001 calendar year will be \$149.

Stated TAA President, Dan Baldwin, "This annual membership drive lets us know by January 31st approximately how many agents we'll be supporting for the year. It allows us to confirm our annual budget and execute planned programs. We strongly encourage all current members to register and pay dues for 2001 as soon as possible and to encourage their peers to do so as well. The benefits TAA professional members enjoy are largely purchased in a co-op method. The more members we have who elect to become dues paying professional members, the more we can support each and every individual professional member.

To become a TAA professional member for 2001 or view the card-carrying benefits, visit TAA web site at www.telecomagent.org or call Andrea LaVecchia at 425-488-9115.

Special Interest Groups (SIGs) & User Groups (UG) Formed

Since its inception, members of TAA have asked TAA to put them in touch with one another so they can learn from shared experiences. This repeat request will be granted as a center piece of TAA's 2001 business plan.

A TAA special interest group or SIG will be defined a group of TAA members interested in discussing one of the seven agent skill sets: Wireless, Internet, Local, Data, Voice, Equipment & Telemanagement (WILDVET). A monthly audio round table conference call has been schedule for each of these seven SIGs for 2001. See TAA's web site or the article below for the times of the SIG conference calls.

A TAA user group or UG will be defined as a group of TAA members interested in discussing being an agent for a specific vendor like Qwest, PaeTec or MicroCorp. No specific UGs have yet been initiated. If you would like to initiate a UG or a SIG other than one of the seven identified above, please contact Dan Baldwin at 619-522-6221 x101 or dan@telecomagent.org.

“Audio Round Table” Conference Series for New TAA SIGs Started

Beginning in November, TAA & Netspoke, TAA's Official Educational Series Preferred Conference Provider, will host seven monthly audio conference calls for invited TAA members to discuss one of the seven agent skill sets: Wireless, Internet, Local, Data, Voice, Equipment & Telemanagement (WILDVET).

The dictionary defines “round table” as “a meeting of peers for discussion and exchange of views” and that’s exactly what TAA has in mind to further the educational & affiliation needs of its members. For 60 minutes each month, any TAA member who requests an invitation (space permitting) may join the audio round table. The tentative round table schedule follows. TAA President Dan Baldwin or a guest moderator will initially moderate each round table conference. The first 15 minutes of the round table will feature one or two guests giving a short oral presentation regarding the main scheduled agenda items for the conference. At the conclusion of the oral presentations, the round table members will be invited to contribute to the meeting. Round table conference agendas will be published three days before the scheduled round table so all round table participants may acquaint themselves with the subject matter to be presented and “meet” the other round table participants. Unless otherwise noted, audio round tables will be recorded for playback via Real Audio streaming from TAA's web site at www.TelecomAgent.org.

To register for an audio round table contact Andrea LaVecchia at 425-488-9115 or Andrea@TelecomAgent.org. To suggest an agenda for an audio round table, be a presenter or to host an audio round table, please contact Dan Baldwin at 619-522-6221 x101 or Dan@TelecomAgent.org.

Audio Round Table Conference Schedule for 2001

Wireless - First Tuesday of each month at 9:00 am PST
Internet - First Thursday of each month at 9:00 am PST
Local - Second Tuesday of each month at 9:00 am PST
Data - Second Thursday of each month at 9:00 am PST
Voice LD - Third Tuesday of each month at 9:00 am PST
Equipment - Third Thursday of each month at 9:00 am PST
Telemanagement, Consulting & Auditing - Fourth Tuesday of each month at 9:00 am PST



TAA Selects Bob Stephens as Chair for the CLEC Certification Program

The Telecommunications Agents Association (TAA) announces the appointment of Robert N. "Bob" Stephens, Vice President of Sales Ciera Network Systems, as the Chair of the CLEC Certification Committee that is a part of the ongoing agent certification program sponsored by the TAA.

Bob, a twenty-two year veteran of the Telecommunications industry, has served as a panelist on many industry forums and as a speaker. He is widely recognized as an expert in public communications.

"Having been involved in CLEC sales and marketing since 1996, Bob's broad CLEC experience as a Telecom Agent and as a supplier of CLEC services uniquely positions him to serve as our chair of the CLEC Certification Committee for the TAA." Dan Baldwin, President of the TAA announced. "His diverse perspective from agent and supplier viewpoints will provide the CLEC certification applicants the "tools" necessary to compete in this highly competitive market." Baldwin added.

As Chair, Stephens will head a committee of industry CLEC specialists that will implement the CLEC certification on behalf of the TAA.

Stephens joined Ciera Network Systems, Inc., a wholly owned subsidiary of CCC Globalcom Corporation as their Vice President of Sales after successfully selling his majority interests in both Texas Telephone and Telecard, and All Distance Communications where he served as founder and President.

These two Master Agent companies offered a wide variety of Telecommunications services such as Local, Long Distance, Consulting, and Operator Services. Stephens' background also

includes management positions with companies such as Harris Corp., Intellicall, Teletrust, and ITC Teleservices (MCI/WorldCom). Stephens is a graduate of Midwestern State University.

About CCC GlobalCom Corporation

CCC GlobalCom Corp. is a publicly (OTC:CCGC) traded communications company, which is capitalizing on the convergence of the current and future competitive technological and regulatory developments in the domestic and international communications markets.

CCC GlobalCom Corp. provides an integrated suite of communications services to small/medium-sized business and residential customers; including local telephone service, long distance telephone service, Internet service via dial-up and dedicated access, paging services, wireless services, state-of-the-art enhanced services and Web site design and hosting. These services are offered on single invoice as a PrePaid or PostPaid product.

CCC GlobalCom Corp. is concentrating on providing communications services utilizing Internet technologies and services throughout the Western Hemisphere, providing services for E-commerce, business-to-business and residential markets. CCC expects to begin telecommunications operations in South America by the end of 2000. ●

LEC RESALE CASE STUDY

Small Business, Big Telecommunications Needs

By Bob Stephens

LEND USA is one of the most prominent Mortgage Brokers in the Dallas Fort Worth real estate market. As a growing company serving a large population, LEND USA prides itself in customer satisfaction and service. Quality local phone service is critical in satisfying the company's mission.

Stuart Gans, president of LEND USA has been a customer of mine for many years. Mr. Gans, as a very progressive entrepreneur, had great interest in taking advantage in new telecom opportunities, yet he was frustrated because all prior contact with facility based CLECS failed to offer a real solution to his needs. Common with many small to medium sized business, Mr. Gans' company was either too small to qualify for the facility based CLEC's business plans (i.e., minimum number of lines required) or due to the location of his business, he was not located in many of these company's "foot print". The few CLECS that did appear to offer new technology for his company often had installation fees attached. As LEND USA is growing rapidly, Mr. Gans knew that he would have to relocate his business within a 12-18 month time frame. Looking at proposals from the facility based carriers, he quickly realized that any savings he would realize in the short time would be spent paying for new installation and hook up fees in his yet undetermined new location. He also had the concern of having to limit his search for a new headquarters to an area where the CLEC had a presence, or having to start from the beginning in evaluating other CLECS, paying for new installation, and facing delays in installation; typical problems facility based CLEC's face.

These concerns kept Mr. Gans from making a change that would give his company a savings on its telecommunications costs, and eliminate a pet peeve he had on the constant appearance of new features that he either did not want or did not need. He also commented on how difficult it was to understand the incumbent carrier's phone bill.

Enter the Ciera Solution

As a member of management for Ciera Network Systems, my colleagues and I try to work with at least one prospect a month

in order for our management team to keep abreast of the ever changing market in which we compete. By having everyone in management act as an account manager, we feel we have our finger on the pulse of our customers telecommunications needs. Also by doing so, we feel that we can respond quickly to new trends and provide a better class of service to our customers and to our agents. The Ciera approach to solving customer needs is simple yet unique. While we normally solicit new business through our agent channels, we also have certain areas where we do not have adequate market coverage. These markets serve as our "Living Laboratory" to make sure we at Ciera continue to meet customer and agent expectations

Ciera offered to switch LEND USA using a resell agreement we have with the Incumbent Local Exchange Carrier. The benefits of this arrangement include but were not limited to the ability to serve his current and future location, no installation fees, nor any out of pocket investment necessary. LEND USA enjoys savings now, and we can allow him to move his headquarters without any concern of having to change carriers due to the geographic location of his new building.

We met with Mr. Gans to first review his current bill, removed frivolous charges and reviewed the procedure that he could expect. Mr. Gans commented that he was also comfortable making this change because of our unconditional guarantee that clearly states:

"Ciera Network Systems, Inc. provides your telecommunications services in accordance with the tariffs and regulations of State and Federal regulatory agencies. If at any time you are unhappy with the quality of service you have received, we will switch you to the provider of your choice at no cost to you and refund the unused portion of your service payment."

"This is a no brainier." he commented. Mr. Gans also liked our simple and easy to understand bill along with the option to actually receive it electronically.

As promised, Ciera converted his lines within the five business days we promised. We further contacted him at the time of conversation to insure he was aware of the conversation and that every thing was working as it should. As a follow up, I also met with Mr. Gans upon receipt of his first bill to review it

and make sure he was comfortable with the service we provided.

About a month later, Mr. Gans had the opportunity to contact Steve Ball in our customer service department to make some changes in his service. Mr. Gans called me to say how impressed he was in Steve's professionalism, and the speed in which he was able to accommodate LEND USA's request and then sent us an unsolicited letter that has been reprinted with this article.

We look forward to a long term relationship with Mr. Gans and LEND USA. We will continue to look at ways to enhance the quality service we provide him along with additional services LENDUSA may require in the future.

Lessons Learned

While many business receive great value by changing to CLEC services, many are either overlooked or undeserved due largely in part to the economics the larger facility-based CLEC's face. By concentrating on small to medium sized business and residential customers, we are able to consistently deliver high quality service using incumbent LEC's switching, yet still be able to deliver savings and higher quality customer satisfaction to our customers. Ciera has filled a niche by offering a solution to our agent channels by offering agents an alternative to providing service that often they have to walk away from because of the limitations placed upon them through the Facility based CLEC suppliers.

CCC GlobalCom Corporation is a publicly traded communications company, which is capitalizing on the convergence of the current and future competitive technological and regulatory developments in the domestic and international communications markets. CCC provides an integrated suite of communications services to small- and medium-sized businesses and residential customers including: local telephone service, long distance telephone service, Internet service via dial-up and dedicated access, paging services, wireless services, state-of-the-art enhanced services and Web site design and hosting. These services are offered on single invoice as a Pre-Paid or Post-Paid product. CCC trades on the NASDAQ OTC BB under the ticker CCGC.

LEND USA-, LTD.

1600 Airport Freeway - Suite 103
Bedford, Texas 76022
Local # (817)282-8046
Metro # (817)840-8885
Fax # (817)282-3295
NATIONWIDE (800)LEND-USA-

Mr. Bob Stephens, Vice President of Sales
Ciera Network Systems, Inc.
2730 Fountainview Suite 300
Houston, Texas. 77057

RE: our conversion to Ciera Network Systems

Dear Bob:

I wanted to drop you a line to let you know how satisfied we at LEND USA are with the level of service your company has provided us.

I recently had the opportunity to contact your Mr. Steven Ball in your customer service department regarding some billing changes we wished to make. Mr. Ball promptly identified our needs, made the changes necessary in a very prompt and courteous manner. Needless to say I was quite impressed with the level of service you and your company has provided to LEND USA.

Everything you and your company told us to expect has been true. The easy to understand bill combined with the high level of customer service we have experienced has been a welcomed change to our previous telecommunications experience. Your company should be congratulated for its "can do" approach along with its "under promise and over deliver" execution of services you provide LEND USA.

Should you ever have the need for an un-solicited reference, please do not hesitate to use LEND USA as a highly satisfied customer.

In case I forget to thank you personally for solving our Telephone service needs, please consider this letter a token of our appreciation on how your company has solved a critical component of our daily business needs.

Thank you and your company,

Best personal regards,



Stuart Gans, President
LEND USA

Bob Stephens is Vice President of Sales for Ciera Network Systems, a CCC Globalcom company, and has recently been selected the chair for the TAA CLEC certification program. He may be contacted at 713-914-3850 or txgroup@aol.com. ●

UNE-P & Application Based Selling: It's what the TALK's about!

By Marilyn Dooley

OK, what would you suggest? You have the inside track to manage a large multi-location eatery heavily concentrated in the southeast. They have 240 locations, with one regional office. Each location has 5 pots lines and the regional office has a local T1. They are in an expansion mode, so it's safe to say they will probably open up at least 50 more restaurants over the next year. Currently, they receive 240 individual local phone bills, multiple long-distance bills, no standardize rates, and the whole thing is an accounting nightmare. The account is completely open to your recommendations. What would you present?

The first priority is to streamline the multiple phone bills; thus, easing the pressure on accounts payable. The optimum solution is to offer one provider that can accommodate local and long-distance to all locations at competitive rates. This resource must be able to combine all locations on one bill, be flexible enough to extend service to the projected new locations, and pay you handsomely for all your hard work. Impossible request?

No, not necessarily. Let's look at your options. There are a lot of CLEC's in the business some good, some not so good. They basically fall into two groups. Facility based and non-facility based. Who would you choose? Well the facility based CLEC would work fine for the corporate office and about 25% of the satellite locations.

The client would save 20 to 25% on the covered locations and the billing would be streamlined to some degree. There are comprises though; namely redundancy, local number portability, down time when the cut is made, and customer service. A non-facility based LEC is a possibility but the discount is small, your commission is paltry and the company is most likely running upside-down. Not exactly a situation that will provide for a strong back office or account retention. A third option is to use a facility based LEC that has a reseller agreement as well. Now we're getting somewhere. In this scenario, your account can deal with one provider, get one bill, and have the redundancy of the incumbent LEC on those locations that utilize the resale option. You will be paid reasonably well on the facility locations, and a

token amount on the rest. What are your concerns? Besides those already stated, you know as soon as facilities are available to the satellite locations these sights will be ported to the new switch. Experience tells you that can be very problematic. On the other hand the client's bill will go down and your commissions will go up. Is this an equitable compromise? Perhaps.

There is a third choice. One you might not have thought of. Find a reliable UNE-P provider with a footprint that mirrors the RBOC's territory where your account is located. In so doing, your client will be protected with proven redundancy, no down time, no local number portability issues, and will enjoy a significant discount. You will be compensated with substantial commissions on the entire account immediately and your commissions will grow as the account does. This looks like the ticket and it's exactly what the TALK's all about.

TALK.com is a leader in the telecommunications industry. Through their UNE platform services, TALK is able to provide local dial tone through out the southeast without the problems and expense associated with a facilities build out. Further, their agent program is unparalleled in the industry. Based on certain criteria, an agent can receive \$100 to \$120 per line as a signing bonus as well as a 10% on going residual. In the above example, the agents' compensation would be \$120,000 in bonus monies and approximately \$6,500 per month in on-going residual for local. If the agent sold local and long-distance, the bonus would be \$144,000 plus residual and the client would save a minimum of 15% off their total bill. Now that really is something to TALK about!

If you'd like to know more, call me. I'll be happy to direct you to your regional manager who will explain the program to you. Remember if you are not selling TALK, you have nothing to TALK about. Really, nothing at all!

Marilyn Dooley is the Dealer Sales Manager for Talk.Com. She may be contacted at 877-872-0029. ●

New Orleans Rocks!

TAA's Review of the Virgo's AgENT Trade Show

By Dan Baldwin, TAA President

It's taken a week to get around to writing this review because it's taken that long to fish through my luggage to find my brain. It was my first visit to New Orleans. I now know why they call that city "the Big Easy".

For those of you who did not attend, TAA did send three staff members to the New Orleans AgENT trade show September 18th-20th to poke around and see what's new, meet old friends and maybe learn something about the industry that continues to feed & clothe us. Try as we might, we were unable to stay awake for 72 hours straight so we could see and do everything. Here is our review of the stuff we did experience.

Executive Summary: Worth going to for agents. The exhibit hall was filled with more vendors than there was time to visit with and the seminars had new, fresh information for those looking to learn more about selling most agent products.

Best Seminar Speakers: There was a tie between Virginia Chisholm-Gallaher, Keith Ferris & Vince Bradly who spoke respectively about selling data, wireless & CLEC products & services.

Best Publicity Stunt: NewNetwork gave away a convertible Mercedes on the last day of the trade show. Anyone that could fill out an entry form could enter the drawing. On the last day of the show, 10 names were randomly picked for a chance to draw one of ten keys that would start the car which was physically present on the trade show floor. The lucky winner whose key started the car was Jon Siegel of TelcoOnline, Seattle, Washington.

Best Large Party: Inatel rented out a club called The House of Blues and invited all the friendly faces that visited their trade show booth. For five hours Tuesday night there was a ton of food, an open bar & terrific live music. No cars were given away but many business cards exchanged hands.

Best Small Party: Trans National (TNCI) rented a hotel suite with a large balcony overlooking Bourbon Street on Monday night. Guests gorged themselves on shrimp & drinks and alternated between watching Monday night football, marveling at the antics occurring on Bourbon Street below or initiating business with other guests.



Celeste Harris and Scott Hendrickson of Univance join TAA to take a break from a telecom brainstorming session at a New Orleans night club

Best New Trend: More agents are bringing their spouses to the trade show social events.

Most Disturbing Discoveries: Seems you can walk the streets of the French Quarter with a drink in your hand 24 hours a day, seven days a week - and people do. The drinking age is 21 but drink servers can be just 18. Every other block in the French Quarter has a voodoo store.

"You Gotta Be Kidding" Award: Awarded to the city of New Orleans for allowing French Quarter convenience store owners to sell 32 ounce beers for \$3.20 in big plastic cups the say "Big Ass Beers" on them.

Best Jazz Club: Everywhere in the French Quarter. It was like the battle of the bands.

Best Hotel: Maison Dupuy. Friendly, friendly, friendly and only \$140 a night. Just 2 blocks from Bourbon Street. Quiet, quaint, convenient.

Best Restaurant: Petunia's. Just one block off Bourbon Street. A comfortable old mansion turned into a restaurant. The crawfish Etoufe dish was incredibly yummy. I wish I had some more right now.

Bottom Line: New Orleans was the place to be. Having been there, I'd be really bummed if I had decided not to go.

Up Next: April 2001, - Virgo's Semi-Annual AgENT Trade Show & Expo in Las Vegas, Nevada

Dan Baldwin is TAA's President as well as the Editor and Publisher of the TSJ. ●

Telecom Trade Shows

By William Van Hefner

One of the most exciting aspects of being involved in telecommunications today is the opportunity to participate in industry trade shows. No matter what segment of the industry you are involved in, there is a trade show for you. Each month, more and more of these shows seem to pop-up. Their recent growth is reminiscent of Star Trek conventions during the 1970's, though ticket prices have kept them from skyrocketing to quite that level.

Fortunes can be made and lost at these shows, and each is a microcosm of the industry as a whole. Pressing the flesh cannot be overrated as a way to attract business. After having attended several trade shows, I have come up with some common denominators and tips

for those of you new to the trade show phenomenon. I hope that you find this information a useful road map for attending your first show.



Inatel's Phil Josephson attempts a public service announcement at Inatel's New Orleans House of Blues party.

The Freebies

Almost every booth at a trade show will include at least one "goodie" for you to take home. Most are the old standards like mouse pads, pens, tote bags and t-shirts. The most common freebie at the last show I attended was squeezable stress balls. I am not sure whether this is some type of comment on our industry, or if there was just a sale on them. You will be amazed

at how many free goodies you can acquire in a short amount of time. Plan on making multiple return trips to your car or hotel room to drop them off. You will end-up with far too much to carry, after about an hour on the exhibit floor.

The Models

Yes, sex still sells. Look for these cocktail dress wearing beauties at every trade show. At least one of the vendors will use them as a way to attract attention. It is absolutely amazing, the distance at which these models can be spotted by male attendees. Just don't ask the models any questions about telecom products or services. You might induce a seizure.



TAA's Andrea LaVecchia & Nancy Baldwin explain voice compression technologies: "They work like this!" at the Inatel party.

The Celebrities

There is at least one of them at every show. My most recent brush with greatness was with former ChiPs co-star, Larry Wilcox, who is now the CEO of United Communications Hub. He was signing autographs, as well as pitching resale deals to prospects. Most celebrities that appear at trade shows don't know the first thing about telecom, but they do get a nice paycheck for shaking hands, signing autographs and fielding some very stupid questions from attendees. Be sure to meet at least one of them, so that you will have something to brag to your friends about back home.

The Prizes

You can count on plenty of free drawings and contests being held at every show. Just drop your business card in the fishbowl, and cross your fingers. Your odds of winning are much better than with the lottery, and your odds of being contacted by the vendor for marketing purposes after the show are almost 100%. Some of the contests require an actual skill, like miniature golf. Just be sure to enter these contests BEFORE the free cocktails are served. The most common prize at the last show I attended was a GPS receiver. Again, I am not sure what this says about our industry. You be the judge.

The Food

Most industry trade shows include at least one sponsored reception. Some even offer cocktails and a full bar. The food can be great, or lousy. The quality of the food seems to directly reflect the venue that the show is being held at. Look for excellent food at an upscale hotel or convention center. If the show is being held near an airport or at an older hotel, you may want to pack your lunchbox.



TAA's Nancy & Andrea break for "beignets" at New Orleans' Cafe Du Monde

vendors spend to set up a booth, many will supply you with little more information than a business card and a promise to get back to you later. I am constantly amazed at how many vendors seem completely unprepared to offer even the most basic information to attendees. Even more puzzling are the "abandoned" booths, with no staff present to answer questions. At the last show, one of the displays was completely unmanned, as their representative had wandered down the aisle to another company's booth. That booth just happened to have several scantily clad models on hand. I'm sure that it was just a coincidence.

I have generally found that the type of information and assistance you receive at a vendor's booth is often indicative of the type of support you will receive as a customer. If their display area is abandoned, you can often bet that their agent support is equally helpful. In these cases, take the freebies and run!

One last tip, it is much more enjoyable being an attendee than a vendor. It is also much less expensive!



The reception committee at Inatel's new Orleans' House of Blues Party; Inatel's Phil Josephson & Jeffrey Balsewich, and TAA's Nancy Baldwin & Andrea LaVecchia.

The Literature

This is what the vendors really want you to take home, though I prefer t-shirts. Ironically, despite the small fortune that most

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Vendor Directory

Telecom Agent Association Members

The Telecom Agent Association's Vendor Directory is designed specifically for Agents to access quickly when researching a new product or service. Simply consult the chart to determine who has the services you need. Then look them up in the address listing below, jump online to their Web site, e-mail them, or give them a call.

A+ Conferencing, LLC
Contact: Mike Burns
Phone: 888-239-3969
Fax: 713-780-5931
8401 Westheimer
Suite 100
Houston, TX 77063
E-mail: mikeb@nwpros.com
Web site:
<http://www.aplusconferencing.com>

A+ Conferencing, LLC
A+ is a teleconferencing company that specializes in reservationless conference calling for commercial and non-profit organizations. A+ features the Multi-Link System 700 bridging platform and utilizes pin codes with dial in Meet Me service.

ACC Business
Contact: Sherry Jenkins
Phone: 800-722-9090
Fax: 800-378-4782
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Morristown, NJ 07960
E-mail: agents@acccorp.com
Web site: <http://www.acccorp.com>

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Fax: 800-909-7664
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E-mail: dealers@acculinq.com
Web site: <http://www.AccuLinQ.com>

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Fax: 847-433-0583
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E-mail: rtolan@actcti.com

AgentsNetwork/MicroCorp
Contact: Brad Miehle
Phone: 770-649-1919
Fax: 770-649-1717
3595 Canton Highway, Building A9
PMB 343
Marietta, GA 30066
E-mail: brad@agents-network.com
Web site:
<http://www.agents-network.com>

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The AgentsNetwork, a MicroCorp company, is the nation's leading telecom agency, servicing and supporting over 1,100 independent agents nationwide.

American Telesis, Inc.
Contact: Steve Hesling
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Fax: 843-842-9731
38 B New Orleans, Suite 200
Hilton Head Island, SC 29928
E-mail: steve@american-teslis.net
Web site:
<http://www.american-teslis.net>

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Private Lines and only Private Lines,
It's all we do!", has been the tag-line
for over 8 years for American Telesis.

BroadRiver Communications, Inc.
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Fax: 678-566-2731
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E-mail: rgray@purepacket.com
Web site:
<http://www.purepacket.com>

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Contact: Pedro Rosario
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Raleigh, NC 27609
E-mail: pedro.rosario@btitele.com
Web site: <http://www.btitele.com>

Buyers Online
Contact: Tim Ruff
Phone: 801-523-8929 ext 1316
Fax: 800-352-8848

66 E. Wadsworth Park Drive
Draper, UT 84020
E-mail: timr@buyersunited.net
Web site:
<http://www.buyersunited.net>

Cable & Wireless, Inc.
Contact: Bob Loftus
Phone: 800-229-7113
Fax: 800-760-1088
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Vienna, VA 22181
E-mail: bob.loftus@cwusa.com
Web site: <http://www.cwusa.com>

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E-mail: jcolarossi@capsulecom.com
Web site: <http://capsulecom.com>

Ciera Network Systems, Inc.
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Fax: 713-914-3851
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E-mail: sjarrett@cieranetwork.com
Web site: <http://cieranetwork.com>

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Suite 210
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E-mail: troy@cognigen.net
Web site: <http://www.cognigen.com>

Communication Management
Services (CMS)
Contact: Gene Foster
Phone: 800-ADD-VALUE
Fax: 858-565-6131
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240 San Diego, CA 92123
E-mail: cms@cmstel.com
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Epoch Internet
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E-mail: jerryneal@wp.enc.net
Web site: <http://www.equal.net>

Furst
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Fax: 609-268-8713
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jim_carter@globalcrossing.com
Web site:
<http://www.globalcrossing.com>

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Company Name	Contact	Phone Number	Commercial 1+/800	Residential 1+	Prepaid Svcs. (calling cards, dial tone, cellular)	International Callback	Local	Dedicated Access (ISDN, frame, T1, DSL)	Fax S
ACC Business	Sherry Jenkins	800-722-9090	•				•	•	
AccuLinQ, Inc.	Dave Dickerson	800-909-7996							
ACT ¹	Kathy Fremgen	847-433-4559	•	•	•		•	•	
AgentsNetwork/MicroCorp	Brad Mieh	770-649-1919	•	•	•		•	•	
American Telesis, Inc.	Steve Hesling	800-297-1122					•	•	
BroadRiver	Russell A. Gray	678-566-1110	•				•		
BTI	Pedro Rosario	800-849-9100 x7149	•	•			•	•	
Buyers Online	Tim Ruff	801-523-8929 x1316	•	•	•	•		•	
Cable & Wireless, Inc.	Bob Loftus	800-229-7113	•		•		•	•	
Capsule Communications	John Colarossi	215-244-3422	•		•			•	
Ciera Network Systems, Inc	Sam Jarrett	713-914-3850	•	•	•	•	•	•	
Cognigen Networks, Inc.	Troy Carl	206-297-3900	•	•	•	•	•	•	
Communication Management Services	Gene Foster	800-ADD-VALUE	•	•	•	•	•	•	
Epoch	Caroline Arena	714-327-2070						•	
EqualNet Communications Corp.	Jerry R. Neal	281-529-4709	•	•	•			•	
Furst Group	Tom Umbehauer	877-411-7444	•	•	•	•	•	•	
G3 Networks	Chris Barton	888-940-5600							
Global Crossing	Jim Carter	972-392-6822	•	•	•			•	
IntelliSpace, Inc.	Steven Doblin	914-271-2353							
ICG Communications	Steve Mooney	916-340-3030	•		•		•	•	
Interloop	Jim Luteran	954-923-2410 x262	•	•	•		•	•	
InternetConnect	Donn Montoya	310-974-2400						•	
IP-Gate	Jamee Gramley	760-929-2999			•	•	•		
Lightyear	Cindy Frerking	888-724-9652	•	•	•		•	•	
Logix Communications	Fred Mack	713-880-8502	•				•	•	
Netspoke	Julie Shiff	781-438-6611 x28							
Network Plus	James Flynn	877-NEW-AGNT	•	•	•		•	•	
Norcom, Inc.	Scott Fitzgerald	888-8NORCOM x301	•	•	•		•	•	
OneStar Long Distance, Inc.	Rick Ribas	800-364-7037	•	•	•			•	
OPEX Communications, Inc.	Lonny Stare	847-545-9000 x280	•	•				•	
Pac-West Telecomm	Latif Benik	209-926-3214	•	•	•	•	•	•	
PaeTec Communications	Gary Eisenberger	800-699-1807 X100	•				•	•	
PentaStar, Inc.	Blair McNea	303-447-0951			•				
Power Net Global Communications	Michael McLelan	513-942-7900	•		•		•		
Qwest Communications	Jeff Davis	800-611-2270	•		•	•		•	
Kader & Associates	Mamie Rudd	440-891-1700							
Saetec, Inc.	Edward Katz	603-443-9777	•	•	•	•		•	
SaveTel	Jay Hazelrigg	888-600-9689	•	•	•	•			
Simplexity	Carlton Jones	703-654-4761	•	•	•		•	•	
Startec Global Communications, Corp.	Jeffrey Anderson	800-393-3751			•			•	
Teleglobe Business Solutions	Lisa Turner	703-467-2276	•		•			•	
TMC Communications	Charlie Naulty	888-965-8620	•	•	•			•	
Trans National Communications Intl., Inc.	Scott Armstrong	877-500-8624	•		•		•	•	
Univance Telecommunications	Scott Hendrickson	303-643-6608	•	•	•			•	
US Buying Group	Brett Harris	708-389-3200 X1322	•	•	•			•	
VarTec Telecom	Wes Wadsworth	800-331-2308	•		•				
Vialog	Micheal Shepherd	888-584-2564							
Viatel Inc.	Brett Schechter	800-487-9600	•	•	•		•	•	
Vitts Networks	Richard O'Connell	603-656-8000							
W2COM	David Kanstoroom	813-855-0070			•				
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Fax: 603-443-9888
Rivermill Commercial Center,
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E-mail: oneplus@saetec.com
Web site: <http://www.saetec.com>

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Cathedral City, CA 92234
E-mail: jck@savetel.com
Web site: <http://www.savetel.com>

Simplexity, Inc.
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Questions to ask before partnering with a CLEC.

By **Tim Muechen**

Competitive Local Exchange Carriers (CLECs) have sprouted up everywhere. Cities that just two years ago had only one choice for local dial tone now have their pick of six or more different carriers. As an agent, how do you know whom to trust? As the Vice President of Corporate Partner Sales for BTI and someone who has been in the telecom agent world for more than ten years, I suggest four basic questions that you should ask before partnering with any CLEC.

1 How wide is their coverage area?

Some CLECs only offer service to a few cities while others are able to offer much broader regional coverage. BTI, a southeastern based integrated communications provider, is an example of a CLEC that has spent the time and money gaining regulatory approval, building facilities, and negotiating agreements with numerous Incumbent Local Exchange Carriers (ILECs) in order to create virtually seamless coverage throughout the southeast. Coverage area can mean the difference between a sale or a lost sale to a customer who has multiple locations in for example, Virginia, South Carolina, Tennessee and Florida. The ability to offer them one invoice for all their locations is a benefit that cannot be ignored.

2 What services are they able to provide?

Local service basically comes in three flavors: resale, unbundled network elements (UNE), and T1. Though resale of an ILEC's service is not usually as profitable for an agent, it is important because it enables them to offer service to customers in remote areas where Facilities-based service is not yet available. If a CLEC has their own facilities and local switches, then UNE and T1 service will be the most economical for their customers and profitable for you.

The ability to provide UNE service is what really differentiates the CLECs. Look for a CLEC that is able to offer UNE service without requiring a minimum number of lines. You want to be able to offer all of your customers local service at a cost savings, not just those with ten lines or more. Most CLECs are able to offer local T1 service. A few like BTI are able to offer integrated T1 service. Integrated T1 service enables a customer to combine multiple services including local, long distance, and Internet access all on one T1, thus reducing their overall communications expenses.

3 What is their reputation in the industry and community?

As an agent, you are dependent on the reputation and reliability of the CLEC you choose. Make sure you are dealing with a CLEC that can truly deliver all of the services they say they can, and in a timely manner. Are they taking action to ensure that their back office infrastructure, which includes facilities, provisioning tools and customer support, is more than adequate to keep up with the demand for their services? Nothing spoils a relationship quicker than promising your customer something and then discovering it can't be delivered for another six months. Unlike some companies who have just entered the marketplace, BTI has provided local service since 1998 and long distance service since 1983. BTI has long passed the learning curve stage of provisioning and supporting local service. Partner with a CLEC who does not hesitate to provide customer references.

4 What kind of training and support do they offer their agents?

Some CLEC's training consists of a training manual or CD that arrive in the mail, while others take a more personal approach. You need to decide what is right for you.

BTI offers a comprehensive and ongoing face-to-face training program for their agents called "Keys to Success". BTI also offers

an overwhelming amount of inside and outside support personnel and resources to its agents. Local and Data Sales Specialists, as well as Corporate Partner Managers are available to go on sales calls. Field Support Specialists work with the customers once an account has been sold to ensure customer satisfaction. Inside support is just a phone call away to help you answer questions, process paperwork or discuss the latest promotion or sales contest. Online access to all of your customer's account information is just a click away with BTI's Internet based Corporate Partner Access System (CPAS).

Agents now realize that their business plan can no longer be based on traditional long distance voice sales. Over the few last years, agents have been searching to fill the void. Most have tried to supplement the long distance sales with data and internet sales. Through their efforts, they are finding that the data and internet arena may not offer the solution they hoped. These sales require a greater technical knowledge; have longer close cycles; longer provisioning cycles; and, in the core target market of agents - small to medium size businesses - they don't produce enough revenue or commissions to build a business around.

This has led to the new realization that local dial tone and integrated communications sales are the future revenue generators for agents. Although detailed, local dial tone sales are not tremendously technical. The provisioning cycles are no longer than a standard T-1 (with the right provider). The carrier compensation plans are viable. And, hey, everyone uses local service.

So why haven't agents completely embraced local service? I think it is best summed up as, "the cutting edge can also be the bleeding edge." Early CLEC days produced a host of problems. CLECs had to navigate an uncharted path. Uncooperative RBOCs and ILECs hurt CLEC provisioning and delivery. CLECs had to play David to the RBOC's Goliath. The good news is that we

have seen surprising change within the past 12 months. Some CLECs have been able to execute their business plans by delivering reliable service, in a timely fashion, at a deep discount from incumbent RBOC prices. The bad news is that not all CLECs have been able to deliver that promise. Which is why it is important to ask the right questions before partnering with a CLEC.



"Online access to all of your customer's account information is just a click away"

Why do I think BTI is the best choice for agents? Simply put, we offer a full suite of products and services, bundled or stand-alone, with one of the most proficient support teams in the industry. BTI is able to provide your customers local and long distance service, Internet access (including DSL services), web site design and hosting, data services, network integration services and equipment, paging and voice mail services, and other enhanced services like prepaid calling cards, operator services, and conference calling. Our Facilities-based network is comprised of Lucent 5ESS local switches, Alcatel USA 600E long distance switches, Lucent/Ascend 9000 Frame and CBX500 ATM switches, more than 200 collocations with Digital Loop Carriers and DSLAMs, and a self-healing, fiber optic network spanning over 4,400 miles.

Our goal is to make the decision to partner with BTI easy by offering the products, services and rates that exceed your customer's expectations. I invite

you to find out the truth behind our motto, "Our agent program goes where others don't, won't, or can't."

Tim Muechen is Vice President of Corporate Partner Sales for BTI. He may be contacted at 1-800-849-4BTI. ●

Finding a Good Agent Attorney

By Thomas K. Crowe,
TAA Communications Counsel

For an agent selling services in today's heavily regulated telecommunications industry, there simply is no substitute for an ongoing relationship with an experienced, competent attorney. A good attorney can help an agent shape business policies and strategic plans in order to gain maximum advantage under applicable laws. A qualified attorney is also indispensable in establishing a strong, profitable contract with a carrier and ensuring that the agent's rights are observed in the event of a dispute. But how do you find an appropriate attorney, and how do you effectively work with that attorney for maximum results and efficiency?

Selecting an attorney, like finding a good doctor, is not as simple as looking in the phone book. The process should be a careful one which takes into account a variety of factors.

Expertise and experience

First and foremost, does the attorney have the expertise and experience needed to advise or represent you? As an agent, it is critical that you find an attorney with substantial telecommunications expertise.

The telecommunications industry is highly specialized, and carriers or service providers have customary ways of doing business. An effective attorney for an agent should have a sound working knowledge of the industry, detailed familiarity with applicable Federal Communications Commission and state public utilities commission requirements (e.g., third party verification rules, the advantages and disadvantages of becoming an authorized carrier, etc.) and expertise in both negotiating and handling disputes arising under agent-carrier agreements. In addition, there is no substitute for experience. You invariably will want an attorney who has a number of years of experience in agent-related work under his or her belt.



Thomas K. Crowe

Thomas K. Crowe is a Washington D.C. based attorney with over seventeen years of legal experience. His expertise includes communications, broadcasting, litigation, transactional/corporate and legislative matters. He is a member of the Federal Communications Bar Association and American Bar Association. His background spans working for a federal government agency, a major telecommunications corporation and, for the past fifteen years, working in private practice.

He can be reached through Dan Baldwin at Dan@TelecomAgent.org for free answers to your legal questions. His firm's web site is www.tkcrowe.com.

Cost

Do you feel comfortable and knowledgeable about the fee arrangement? Attorneys usually charge by the hour (ranging anywhere from \$100 to \$500 per hour) for time spent drafting legal documents, in hearings, meetings or telephone conferences, or performing legal research. However, some attorneys may bill certain projects on a flat or fixed fee basis.

It is customary for an attorney to require a retainer or up-front payment (against which fees are applied) and to charge back costs for items such as photocopies, toll calls, faxes, travel, and the like. It is also customary to receive a copy of an engagement letter or agreement which spells out the financial arrangement (e.g., hourly fees, etc.). Since legal fees can constitute a significant portion of

operating expenses, make sure you receive an engagement letter, understand the financial arrangement completely and are comfortable with it at the outset of the relationship. An attorney should be able to give you a reasonable fee estimate or upper limit price for a specific task.

You should also ask to see a sample billing statement when first negotiating the fee arrangement. The statement should have enough detail to tell you for what you are being charged. Make sure you are comfortable with the level of detail supplied in the statement (i.e., the initials of the attorney whose time was billed, a clear itemization of expenses, etc.). Also be sure to request monthly billings so you receive invoices on a regular basis.

Comfort

Do you feel comfortable with, and trust, the attorney? Your attorney will be entrusted with private, confidential business matters and relied upon to keep you informed on the status of the matter he or she is handling. Does the attorney listen to you and address your articulated concerns? Does your attorney ask questions about the issue at hand to elicit more information? In short, be sure on a "gut" level you feel you can trust that person.



"There simply is no substitute for an ongoing relationship with an experienced, competent attorney."

Availability

Will the lawyer be available to you and responsive when you need him or her? Having a top-notch attorney can be useless if that individual is constantly inaccessible and doesn't promptly return calls.

Attorneys at larger firms sometimes have a tendency, depending upon workload, to hand-off work laterally to other attorneys in the firm. The result can be an unpleasant disruption in the attorney-client relationship, and an attorney being assigned to your case or project who is unfamiliar to you. To avoid this type of inefficiency, it is prudent to establish up front the attorney or attorneys who will be working on your case or project.

Another consideration is workload and whether the attorney is available to commence work on your project immediately. Find this out up front. Also inquire as to conflicts of interest as it

is customary for attorneys to run a "conflicts check" in advance of accepting a new client or project to ensure that they do not already represent a party whose interests are adverse to yours. Should this be the case, the attorney may be precluded from accepting you as a client, or your new project.

Once you have retained an attorney, how can you best work with the attorney?

First and foremost, selecting the right attorney and understanding the financial arrangement which you and the attorney agree to put in place (as described above), goes a long way towards making for a smooth, efficient and productive relationship.

When assigning a project or case to your attorney, be as organized as possible. Considerable expense can be avoided simply by supplying a copy of all pertinent documents, including agreements, correspondence, emails, etc., at the outset of a project. Also, if the facts at hand are complex or date back over time, a written outline of key dates or occurrences can be quite helpful. Projects which are presented in an organized, coherent fashion to an attorney invariably get off the ground faster and more efficiently than those that are presented in a piecemeal, disorderly fashion.

Finally, remember that the more familiar the attorney is with your business and strategic objectives, the better able he or she will be to assist you. A sustained, ongoing relationship with your attorney wherein the attorney is a member of the "business team" ideally yields the best results.

By asking the right questions with an emphasis on the key areas discussed above, the process of finding the right attorney should not be a formidable one.

This column was prepared by Thomas K. Crowe, a Washington, D.C. attorney who serves as TAA's Communications Counsel. This column is not intended to provide legal advice. If you require legal counsel, please consult with an attorney regarding the specific circumstances you face. ●

Legal Q&A

Are CLECs Going South

A Letter from ICG to all ICG Agents.

17 October, 2000

Dear Valued ICG Commercial Agent:

ICG Communications has received a significant amount of news coverage during the past few weeks, most of which has not been positive. Recent press releases were required and intended to revise expectations of Wall Street regarding ICG's performance for the remainder of the year and into 2001. ICG has not been alone in experiencing difficulties recently, and the impact has been felt throughout the financial markets, especially in the technology sector. The majority of the service problems you may have read about relate to ICG's IRAS (Internet Remote Access Service) product, not our telephony services. Unfortunately, it is our largest data customers who have been most affected by these issues, which are not uncommon with new, complicated technologies such as IRAS.

As President and Chief Operating Officer of ICG, I want to take this opportunity to re-assure all of our Commercial Agents that none of the recent events has any impact on our ability to provide you and your customers the quality service you require from ICG. We see this time as an opportunity to refocus our resources on our existing Commercial Agents and customers by improving our customer service and network operations. In this regard, we are pleased to announce the appointment of our new Chief Executive Officer, Randy Curran, who comes to ICG from Thermadyne. Randy has tremendous experience and will be a valuable asset in ensuring that ICG meets its ongoing financial and customer goals.

In closing, I would like to take this opportunity to extend my thanks to you for your continued loyalty to ICG. It is my goal to ensure that your experience with our company is second to none. Your ICG Distributor Sales Manager will be following up with you to make sure you remain informed. You are welcome to call them directly if you have additional questions.

Sincerely,
William S. Beans, Jr.

A Letter to TAA from a TAA Agent.

10/26/00

Hi Dan,

Haven't seen you for awhile. However, I really like what you and your staff have done with TAA!

As I am sure you know, ICG Communications, a CLEC, is going through some very difficult financial problems. I have a large number of customers with ICG for local "dial tone" service. Many of these customers have local T1's, which means a 30 - 45 day timeframe to move them to another CLEC, or even Pac Bell. All are under contract. ICG has brought in a new CEO with no telecom experience, but heavy financial experience. There are concerns about service as many of ICG's "good" people have jumped ship. More importantly, many customer's and Agents are concerned about what happens if the company chooses to take Chapter 11 or Chapter 7 Bankruptcy.

Dan, the question I have for Thomas Crowe is this: As a public utility, are there any requirements that ICG's customers must be notified by ICG that they are going into Bankruptcy so that the customer has "good and sufficient" time to move their service? If so, what is the normal timeframe for notice?

If there is an answer to this question I would appreciate knowing ASAP.

Thank you in advance for your help in this matter.

Best,

Jerry Symcox
President/CEO
Wolf Communications
Phone: 760-633-4777
Fax: 760-633-4770
Email: jsymcox@wolfcommgt.com

An ICG agent asks what responsibilities a CLEC has to notify customers and agents about potential challenges they are experiencing. We print the agent's question, an ICG letter to all their agents, and our in-house counsel's response to the agent's question.

TAA's Legal Counsel Responds to the Agent's Inquiry

A question has been raised as to whether customer notice is required in the event that an ILEC (e.g., ICG Communications) were to file for bankruptcy or cease operations.

Most state public utilities commissions and the FCC have rules which require an ILEC to notify customers and obtain advance regulatory approval before discontinuing service. The rule is designed to ensure that consumers are not left without service. These rules, however, generally only apply to bankruptcy scenarios if they will result in a discontinuation of service. Here are two of the possible scenarios which could result.

1) The ILEC files under Chapter 11 (bankruptcy) to reorganize.

Here the company would not be ceasing operations and therefore customer notice would not likely be required.

2) The ILEC files under Chapter 7 (bankruptcy).

This scenario, a straight bankruptcy resulting in dissolution, is more uncertain. Were the company's assets put up for sale and no bidder steps forward to purchase them such that service would continue, customer notice of termination of operations should be given. If a bidder purchases the assets and continues service without interruption, notice of discontinued operations probably would not be needed.

Would an agent of the ILEC continue to receive commissions under its agreement with the ILEC after the bankruptcy? This depends on a number of variables. Under a Chapter 11 reorganization scenario, the agreement could remain intact. Under a Chapter 7 scenario, there is a good chance that the agreement may not survive. However, an agent may wish to re-contract with the buyer of any assets to continue selling for the new company. To recoup any losses due to the bankruptcy, an agent might push for some sort of premium or added compensation.

In short, whether customer notice will be given and how an agent will fare in the process will likely vary on a case-by-case basis. Affected agents will want to closely follow legal developments affecting the ILEC to assess the business impact.

This column was prepared by Thomas K. Crowe, a Washington, D.C. attorney who serves as TAA's Communications Counsel. He can be reached through Dan Baldwin at dan@telecomagent.org for free responses to your inquiries. His firm web site is www.tkcrowe.com. This column is not intended to provide legal advice. If you require legal counsel, please consult with an attorney regarding the specific circumstances you face. ●

Nostalgia

From

www.PhoneHistoryStore.com



“Not for you, darling...this is girl talk”

Oh.

Well, back to the bench saw.

But if you *could* hear both ends of this friendly visit, you'd realize that girl talk really gets a whale of a lot accomplished.

This single telephone chat, for instance, could

—serve you up a new recipe for apple cobbler tomorrow night

—suggest a sure-fire cure for the two-year-old's midnight thirst

—discover a place you can buy fine boxwood plants for only a dollar each

—tell you how the Marshalls got their basement dry in just one week.

In addition, the girls will decide who ought to be on next year's school board and make a date to go to the hair-dressers together.

Girl talk—over the phone or over the fence—is something every enlightened husband ought to encourage. After all, *he's* often the beneficiary!

BELL TELEPHONE SYSTEM



See page eight for details on how to become the owner of this 1960 nostalgic advertisement.

VENDOR NEWS

Who, What, Where, When & How Long. Find Specials Here!

TMC Communications Announces 5.5 Cents Switched & 2.5 Cents Dedicated Interstate Rates

SANTA BARBARA, California, October 1, 2000: TMC Communications, a non-facilities based reseller of voice and data services, has introduced aggressive new nationwide switched and dedicated rates, and increased commissions to their Agents. The new rates are effective October 1, 2000 for new TMC customers on the Qwest network.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/1002TMC.htm>

Contact:
Charlie Naulty
TMC Communications
888-965-8620
cnaulty@tmccom.com
<http://www.tmccom.com>

Norcom, Inc. is Seeking Experienced Agents and Master Agents

Norcom, Inc. is seeking experienced agents and master agents in IL/IN/MI/NJ/OH/SC/TN/WI/DC/CT/NH/RI/GA/VA/WV/KY/LA/MD.

Norcom is also interested in purchasing or acquiring LD business bases from \$50K to \$200K in monthly billing.

Contact:
Scott Fitzgerald
Norcom, Inc.
(800) 550-6300
norcom@ricconnect.com

Rochelle Call Joins Univance as New Director of Carrier and Client Services

Englewood, September 28, 2000 - Univance Telecommunications is proud to announce the addition of Rochelle Call as the new Director of Carrier and Client Services in September of 2000.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/1003Univance.htm>

Contact:
Agent Relations
Univance Telecommunications, Inc
800-280-6300
agentsupport@univance.com

Netspoke Offers 24 Hour Provisioning

Netspoke is an application service provider focused on hosting the services that support your customer's virtual team. From allowing them to share slides and applications over the Internet, to provisioning your customer's always available virtual audio conference room, Netspoke supports your team.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/1013netspoke.htm>

Contact:
Julie Shiff
Channel Manager
Netspoke
jshiff@netspoke.net
781-438-6611 X 28
<http://www.netspoke.net>

TMC Communications Announces Lower Rates for Toll-Free Services from Mexico

SANTA BARBARA, California— TMC Communications, a nationwide reseller of voice and data services, announces lower rates for Mexico 800 service for new TMC customers. This is an international toll-free service for calls originating in Mexico and terminating in the United States.

View the full article on the Internet at:

<http://www.telecomagent.org/vendornews/1012TMC.htm>

Contact:

Charlie Naulty

TMC Vice President of Sales

(888) 965-8620

cnaulty@tmccom.com

<http://www.tmccom.com>

Norcom Offers New Dedicated Access, Master Agent, and Unified Communications Programs

Boca Raton, FL - Norcom, Inc. announces three new programs for the professional telecom agent channel:

-New flat-rate dedicated access program starting at .025 at 10% commission.

-Master Agent Program with RBOC interstate switched service starting at .049 at 20% commission, paid on billing.

-Unified Communications System with find me/follow me, voice mail, faxes thru internet, music on hold, email, call notification, caller ID, conference calling, auto-call routing, internet call reports, and up to 1000 5-minute marketing messages. Program is commissionable to Agents, with a free account for Agents with \$10K in monthly billings.

Contact:

Scott Fitzgerald

Norcom, Inc.

800-550-6300

norcom@riconnect.com

Startec Announces Opening of IP Network to VocalTec Users

VocalTec Interoperability Facilitates Company's Recent Migration of Retail Traffic to Its IP Network

BETHESDA, MD - October 30, 2000: Startec Global Communications Corporation (NASDAQ: STGC), a leading provider of IP services to the world's emerging economies, today announced the opening of its global IP network to equipment manufactured by VocalTec Communications Ltd. (NASDAQ: VOCL). This expansion allows Startec to address nearly all of the VoIP market worldwide and supports the Company's recent migration of most of its retail traffic to its IP network.

View the full article on the Internet at:

<http://www.telecomagent.org/vendornews/1016Norcom.htm>

Contact:

Prabhav V. Maniyar

Chief Financial Officer

Startec Global Communications

Tel. (301) 365-8959

Startec Global Communications Corporation will Acquire Capsule Communications, Inc.

Startec cites value of Capsule's customer base, sales organization, and ability to further Startec's push for commercial customers.

Bethesda, Maryland, November 6, 2000 - Startec Global Communications Corporation (Nasdaq: STGC) and Capsule Communications, Inc. (Nasdaq Small Cap: CAPS) today jointly announced that they have signed a definitive merger agreement for the acquisition of Capsule by Startec.

Startec, based in Bethesda, MD, provides voice, data and Internet services over its own network to residential customers and enterprises transacting business in emerging markets throughout the world. Capsule, based in Bensalem, PA, is a local, long distance and cellular telecommunications company that caters to small and medium-sized businesses and residential customers.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/1106StarTec.htm>

Contacts:

Prabhav V. Maniyar
Chief Financial Officer
Startec Global Communications Corporation
301-365-8959
pmaniyar@startec.net

David Hurwitz
President and Chief Executive Officer
Capsule Communications, Inc.
215-244-3433
dhurwitz@capsulecom.com

BroadRiver Communications Opens New Network Operations Center

Company gives back to the community by donating scholarship to University of Georgia Foundation

ATLANTA, August 31, 2000 - BroadRiver Communications (formerly PurePacket Communications), a new integrated communications provider (ICP) focused on small- and medium-sized businesses, today announced the opening of its state-of-the-art network operations center (NOC), which will bring a total of more than 240 jobs to the area, as well as its plans to become a long-term partner in education with the University of Georgia. The opening celebration for the NOC will be held this morning at 10:00 AM at 13000 Deerfield in Alpharetta, and will be attended by a number of Atlanta's prominent business and political leaders.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/0906BroadRiver.htm>

Contact:
Leigh Wambsgans
BroadRiver Communications
817-658-4428
lwambsgans@purepacket.com

Agents Can Be Resellers Too - American Telesis Introduces Its 80/20 Plan

Would you like the ability to mark up your private lines and frame relay, like Resellers and Carriers do and retain 80 percent of your mark up?

Here's how: you are still an Agent, and American Telesis still takes care of your accounts like they always have, and you even get bonus money on every circuit just as always. But now you determine how much money you make on every circuit and you do it with out having to bill, collect, tax, certify, install, or maintain. You bring American Telesis the private line or frame relay sale, and they do all the rest and pay you your 80 percent for the life of the circuits, with no hitches. American Telesis calls it their 80/20 Plan.

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/1108AmTel.htm>

Contact:
Steve Hesling
American Telesis
800-297-1122

Startec's Premier Agent Program—"Even Your Mother Could Sell These Rates!!"

"Startec Global Communications' Premier Agent Program presents rates even your mother could sell!" The LOWEST Intrastate Rates on the Market*: California \$.039, NY \$.059, Texas \$.069 Just a sample of Startec's Fantastic International VoIP Rates**:
Bangladesh \$.135, China \$.20, Lebanon \$.31 Startec's Fantastic Domestic Dedicated Rate: Interstate \$.029

With these rates and Startec's new online provisioning earning commissions as high as 20% is easier than ever!

Contact:
Jeff Anderson
Startec Global Communications, Corp.
800-393-6751
agent@startec.net
<http://www.startec.com>

Interloop Announces Membership in TAA and Hiring of Jim Luteran as Manager of its Broadband Partner Program

Sept 12, 2000 Hollywood, Florida- Broadband communications provider Interloop announced today that it has joined TAA and hired Jim Luteran as manager of their Broadband Partner Program.

"In the summer of 2000 we lit the South Florida portion of our ATM network," said Robert Buffa- Executive VP Sales & Marketing. "As we head into Tampa, Orlando, Jacksonville, Atlanta, New Orleans, & Baton Rouge we are excited about joining TAA so we can get acquainted with agents in the South and on the East coast". Mr. Buffa was founder and President of ACG, a master agent for BTI, and Vice-President of TTI long distance. "I have been on both sides of the fence and really appreciate what it takes to be a successful independent Agent."

View the full article on the Internet at:
<http://www.telecomagent.org/vendornews/0912Interloop.htm>

Contact

Jim Luteran
877-377-loop (5667)
jluteran@interloop.net
<http://www.interloop.net>

MicroCorp Announces NEW Cable & Wireless & Network One Long Distance Plans

October 17, 2000 - ATLANTA, GA - The Agents Network, a division of MicroCorp, Inc., (<http://www.microcorp.com>) has announced all new Long Distance programs from its primary vendors, Cable & Wireless (<http://www.cwusa.com>) and Network One (<http://www.networkonecom.com>).

From a regional perspective, MicroCorp agents can sell a flat Interstate/Intrastate and Intralata product at 5.39 cents per minute from Maine down to Florida. Dedicated rates are as low as 2.75 cents. In the BellSouth markets, agents can also bundle BellSouth local service via Network One's UNE-P agreement.

On a national basis, MicroCorp agents can sell Cable & Wireless long distance with a switched Interstate rate of 5.25 cents and a dedicated Interstate rate of 3.5 cents per minute. Intrastate and International rates are some of the best in the country.

View the full article on the Internet
at:<http://www.telecomagent.org/vendornews/1018MicroCorp.htm>

Contact:

Brad Miehl
The Agents Network
770-649-1919 Ext 101
brad@microcorp.com



**Vendors
Join Today**

Vendor Benefits include:

- Share your program benefits with direct access to TAA Agent Members
- www.telecomagent.org Web site
- Listing in the TSJ Vendor Directory
- E-mail marketing of your company's press release
- Editorial coverage in TSJ
- Consultation & review of agent programs by industry experts

Call Dan At 619-522-6221 x101

Top 10 Reasons To Visit www.telecomagent.org

1. Access to all the Internet's best free telecom rate search engines
2. Daily telecom industry news you can use
3. Daily vendor program updates
4. Query all the vendors with a single e-mail
5. Agent bulletin board
6. Telecom training & certification
7. Telecom case studies
8. Read Telecom Sales Journal online
9. Query TAA's Legal Counsel
10. Job Bank

TELECOM JOBS

Look Here First!

American Telesis Is Looking for Seasoned Telecom Sales Professionals

American Telesis - Hilton Head Island, South Carolina - Is looking for two seasoned Telecom sales professionals to market private lines and frame relay to Agents, Resellers and Carriers.

One position requires prior sales experience selling to Resellers and Carriers and the other position requires prior telecom sales experience selling to Agents. Both positions require relocation to the resort island of Hilton Head , SC. Both positions are salaried, commissioned and provide full medical, dental and a company funded pension plan.

Interested parties should email their resumes to Steve Hesling.

Contact:

Steve Hesling
American Telesis
(800) 297-1122
steve@american-teslis.net

Business Telecom Inc. (BTI) is Seeking a Corporate Partner Manager Based Out of Atlanta for the State of Georgia

BTI is the 7th largest CLEC and a top ten long distance telecommunications providers in the US. The Corporate Partner program has been successfully thriving for nearly a decade. According to their Corporate Partners BTI's strength is their support structure of Data and Local Specialist, as well as, their exceptional training program.

BTI has been a forerunner in the industry bundling services from Local (T-1, UNE and Resale), Long Distance (switched and dedicated), and Internet (DSL, dial-up and dedicated). BTI's facilities-based network is comprised of Lucent 5ESS 2000 local switches in 21 strong markets, Alcatel USA 600E long distance switches, and nearly 4,000 miles across the Atlantic Seaboard from New York City to Miami and from Atlanta to Nashville, powered by OC-48 optronics with D-WDM from Nortel Networks.

To apply for the position of Corporate Partner Manager based Out of Atlanta please forward your resume and salary requirements by e-mail.

Contact:

John Lapham,
Divisional Manager
800-849-9389
john.lapham@btitele.com
<http://www.btitele.com>

CLEC CASE STUDY

Network Service Plus Equipment

By Latif Benik

Customer Situation

One of our new agents recently came to us asking for advice on a proposal he was putting together for a prospective business customer, which we will call "ABC Company." ABC's physical locations included their corporate headquarters, six branch stores, and two new stores scheduled to open within three months. At its corporate headquarters, ABC had recently purchased a new digital phone system that included on-site voice mail. The company had a hodgepodge of old telephone equipment at its branch stores, and had not yet purchased any equipment for its new stores. All existing locations utilized measured business rate phone service.

When the agent first approached us, he suggested selling ABC new telephone equipment for its two new stores, plus resold local and long distance service. In addition, he suggested replacing some of the old telephone equipment that ABC had in its six branch stores.

To learn more about ABC's specific needs, our Agent Territory Manager (ATM) accompanied the agent to meet with ABC's owner and office manager. ABC's owner was looking for a way to provide each branch store with real-time access to inventory reports. Currently, the stores were using dial-up access to retrieve this information from the corporate office, which was an extremely slow and cumbersome process. ABC's owner had already tried to get DSL service, but found out that DSL was not available in his area. In addition, the branch stores had requested voice mail service.

During the meeting, ABC's owner expressed a lot of frustration determining which communications services were right for his business, especially the new data services. Real-time connectivity was vital to the success of his business. With technology changing rapidly, he found it almost impossible to keep up with the multitude of new services that were being introduced. He was tired of dealing with multiple providers for his local service, long distance, Internet access, and telephone

equipment. He also did not have the time, resources, or expertise within his company to design and maintain an advanced communications network.

Our ATM quickly acknowledged these frustrations, and informed ABC's owner that he was definitely not alone. Small and medium-sized businesses across the country are facing the same dilemma. They need advanced voice and data solutions, yet they often either can't afford them, or don't have the internal resources to design and manage them. Our ATM reassured ABC's owner that he was certain Pac-West could provide an excellent solution for his needs.

At the end of the meeting, our ATM recapped ABC's primary needs as follows: ABC needed instant and secure data transport between its branch offices; new phone equipment for its branch stores; the ability to quickly add and connect new stores as the business grew; competitively-priced local, long distance, and voice mail service; and a single point of contact that would be responsible for designing and maintaining ABC's voice and data network.

Integrated Voice and Data Solution

After assessing ABC's needs, our ATM proposed Pac-West's Direct Digital Telephone Service (DDTS). Pac-West created DDTS to address the specific needs of small and medium-sized business customers. These customers have an insatiable demand for advanced voice and data communications services, but they have been largely underserved by the incumbent local exchange carriers (ILECs).

DDTS is an integrated monthly service that can be expanded as a business grows. It includes feature-rich digital telephone sets, local dial tone, long distance service, data transport, Internet access, voice mail, and equipment maintenance. Everything is included on one monthly bill, and there's no capital outlay required. With DDTS, customers enjoy the ease and convenience of one company and one monthly bill for all their telecommunications needs.

Pac-West is one of only a few companies able to bundle the equipment and services together in one integrated package.

Each customer's local, long distance, and data services are integrated together over the same T1, making it possible for small to medium-sized businesses, like ABC, to obtain the benefits of T1-based service, without the high costs. And because Pac-West is providing the equipment, the services, and the maintenance, we can usually offer DDTS for less than a customer would pay multiple providers for the same services.

In addition to the cost savings, another major benefit of DDTS is ease of management. Once a customer chooses DDTS, Pac-West takes care of the rest. As part of the DDTS package, Pac-West designs, installs, and maintains the telephone equipment, and provides 24x7 customer support to ensure it delivers optimal performance. DDTS also includes routine software upgrades to ensure the system doesn't become outdated.

After learning more about Pac-West and DDTS, ABC's owner immediately made the decision to use DDTS in all of his locations. It was exactly the type of integrated approach he had been looking for. His comment was, "I wish I had heard of Pac-West six months ago before wasting so much capital on a new phone system."

The agent was extremely pleased to have provided ABC with a complete, integrated solution to all their voice and data needs. As a result of obtaining ABC's voice, data and Internet revenues, the agent substantially increased his total commission for this sale. Over the term of ABC's three-year service contract, the agent will receive over \$28,000 in commissions!

For small and medium-sized businesses, you are probably experiencing a growing demand for integrated voice and data services at competitive prices. Businesses are looking well beyond basic local and long distance service to full-service packages that include email, web hosting, web site design and maintenance, storage, back up, and video conferencing. (Figure 1)

Facilities-based CLECs, like Pac-West, will be the primary partners for agents seeking end-to-end solutions for their customers, particularly CLECs that can provide and provision local, long distance and data services on the same T1. (Figure 2)

All connections between offices are via T1's.

Benefits of Integration to Agents

The integrated voice and data configuration offers several advantages to agents, including:

1. Bundling of local, long distance and data services on the same T1
2. Consolidated billing - one monthly bill for all services
3. Ability to up-sell and cross-sell other value added services such as wireless, video conferencing, and web hosting
4. Competitive pricing and price discounts
5. Increased income- new commission structures are being developed that will pay commissions on local dial tone, long distance, and bandwidth.
6. Lower attrition rate - customers on multiple services are less likely to churn
7. Single point of contact - agent deals with only one carrier for all services

Convergence of Voice, Data and Video

If you are an agent focusing on the needs of small and medium-

Figure 1
Changes in Resale Services to
Small and Medium-Sized Business Customers

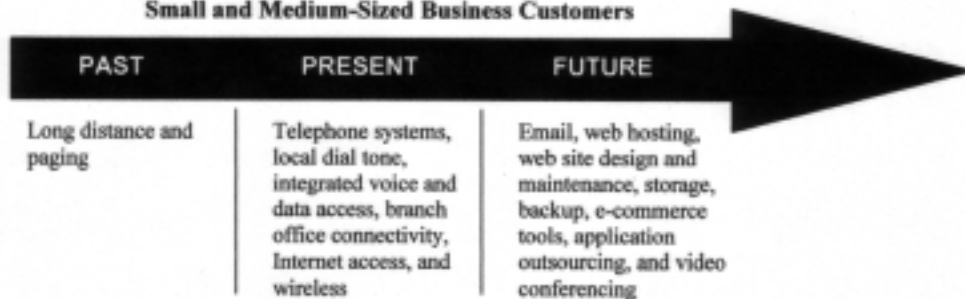
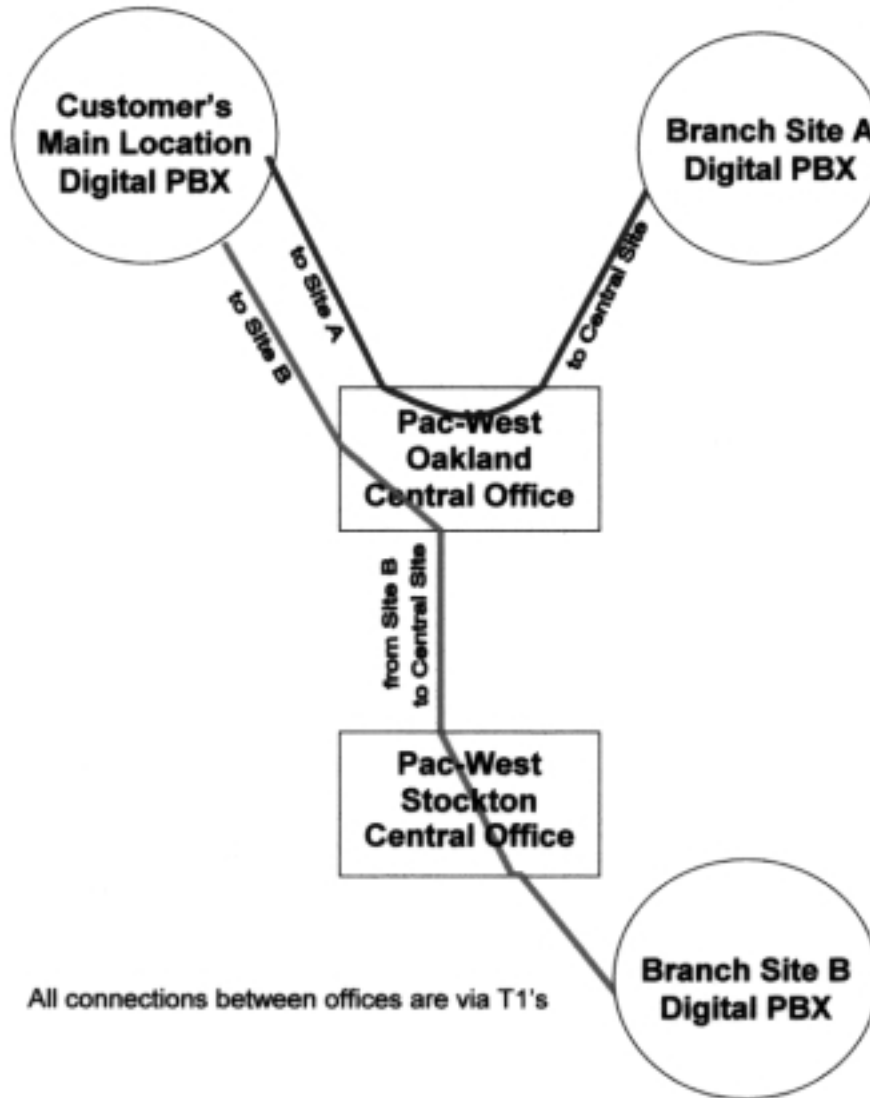


Figure 2
Voice and Data T-1 Configuration
For a 3-Site Customer



and is rapidly expanding its network into other western states. Pac-West is a Safeguard Scientifics (NYSE: SFE) partner company.

About Pac-West Telecomm, Inc.

Founded in 1980, Pac-West Telecomm, Inc. (Nasdaq: PACW) is a rapidly growing provider of integrated communications services throughout the western U.S. Pac-West supplies Internet infrastructure and broadband services to Internet service providers (ISPs) and integrated voice, data and Internet services to small and medium-sized businesses. The company currently has operations in California, Nevada, Washington and Colorado,

Latif Benik is the Agent Program Director for Pac-West Telecomm, Inc. He may be contacted at 1-800-711-9040, lbenik@pacwest.com. ●

CLASSIFIED ADS

Complimentary Agent Member Advertisements

Following is a sample of ads placed in the Classified Ad section of the TAA web site. Any registered TAA member can place a complimentary ad on the web site at <http://www.TelecomAgent.org>.

Senior Network Engineer Position

Pre-IPO Telecom company is seeking an extremely organized and self-motivated Senior Network Engineer to manage WAN and IP address allocation. The engineer will also be responsible for Cisco 12000 router and Ascend/Lucent CBX500 switch configurations. Knowledge of Frame Relay, ATM, Packet Switching, Voice and Data Networks, Cisco and Ascend/Lucent equipment a must. Applicant must have a minimum five years telecom engineering experience.

We offer a competitive salary and complete benefits package including 401K and Stock Options.

Contact:

Renee Rodriguez
rrodriguez@bbcominc.com
09/27/2000

Looking for Sales Agents & Distributors for the Phillippines & Mexican Prepaid Phone Card Markets

DevineCommunications, Inc., wholesale master distributor, is looking to expand it's agency sales force. We are a discount telecom agency for domestic 1+ and prepaid debit cards featuring foreign origination for the Philippines & Mexican niche markets. Product focus; Long Distance & Prepaid Phone Cards. Lucrative direct commission pay plan for aggressive distributors.
<http://www.devinephonecards.com>

Call:

Doug Devine
415-248-2660
09/24/2000

Wanted: Account Executive, Dallas

Position No: SAL0001
Department: Sales
Location: Dallas

Quartet Account Executives are responsible for local market sales including initiating contacts, conducting sales presentations, conducting cost/benefit analyses, identifying needs of prospective customers, determining decision-makers in client organizations and closing the sale. The Account Executive will participate and support business development initiatives including generating leads and customers.

For more specific information on this position, visit:
<http://www.telecomagent.org/classifieds/index.asp>

To apply for this opportunity, please email your resume to JBevill@QuartetService.com quoting the file number and salary expectations. Total Compensation expectations are 120K plus, combination of salary and commission.

09/25/2000

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Keep in touch with clients with our \$1 a month newsletter service. As Internet publishers, we know e-mail marketing, and as an independent telecom brokerage, we know telco! Build better relationships with your clients with our monthly, professionally-written newsletters. For more info,

Contact:

Christopher Nicholas
KLDDTelecom
717-564-3202
1DollarNewsletter@sendfree.com

09/22/2000

Looking for Sales Agents

Dove Communications, Inc. is looking to expand it's agency sales force. We are a discount telecom brokerage firm. We are NOT mlm! Product focus; Long Distance & Prepaid Phone Cards. Lucrative direct commission pay plan.

Call:
Kevin O'Donnell
413-565-3940
09/22/2000

Wanted: Telecom Sales Agent

Qualified candidate will have telecommunication sales or LAN/WAN consulting experience.

CCG is looking for experienced telecom consultants for our Agent Program. Our services are different. We offer communications consulting at no fee to customers for a variety of applications through over 30 tier-one relationships, none of which are resellers.

For more specific information on this position, visit:
<http://www.telecomagent.org/classifieds/index.asp>

If you are experienced and would like to become an Agent with CCG, please call me at 888-440-0294.

Marcella McMahon
Agent Program Director
<http://www.commconsulting.com>
888-440-0294
marcella@commconsulting.com
09/22/2000 ●

Drinking from the Wireless Firehose ...Continues from page 15

(a combination of carrier, rate plan, phone model and accessories) available to the recruiters in each office around the country.

If this seems like a heck of a lot of work, well it was! But the end result was a solution not available directly from the carriers, nor from any local dealer without and choice of service providers and national carrier contracts. The customer is happy with the results, and we have tens-of -thousands of dollars in equipment profits and activation commissions to enjoy.

The wireless business is out there, it's not going away. While long distance and other telecom products may be drying up, wireless agents are soaking up the demand and riding the next wave of the communications revolution. Jump in, have a drink, get wet.

Erik Eames is the Vice President and co-owner of FerrisCom in Salsbury, Massachusetts, a national distributor of wireless services for many of the country's leading wireless carriers. Mr. Eames has been working in the telecom and wireless industries for 12 tears having previously worked as a senior consultant for Coopers & Lybrand in its telecom strategy practice. He received his MBA from Dartmouth College and his BA from Hobart College. He can be reached at 800-420-1212 x133 or eeames@ferriscom.com. ●

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Business Plan Issues: The Marketing, Sales & Admin Of A Successful Telecom Agency.

Marketing - Building and promoting a successful web-based telecom agency storefront that offers simple but profitable telecom products. Profile on Cognigen and other marketing programs. We review other telecom you should consider adding.

Sales - Distinguish your telecom agency by adding "\$125/hour" chargeable or complimentary services such as regular telecom bill auditing and other telemanagement enhanced services. We show you how to do it for your clients, or teach your clients to do it for themselves using "TAA's Telecom Fraud checklist."

Administration - We review other telecom agency considerations like how to become a master agent or certified reseller, when to call a lawyer and how to use TAA professional membership.

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Product & Solutions Review - We take a new look at old & new ways to sell conference calling, calling cards, VoIP, operator services, and other voice based products like "plain Jane" long distance.

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Product & Solutions Review - Previously the private domain of your local phone company or “Ma Bell” now you can’t swing a dead cat without hitting local telephone service provider who suggests you can make a killing by offering their products. Here’s what you need to know to sell or even comment about the various flavors of access providers; BOC, RBOC, ILEC, ILEC or CLEC (both facilities based or switchless resale), and their wide array of products; Lines, Trunks, DID, Centrex, PRI, ISDN, Integrated or dedicated T1, Supertrunk, etc.

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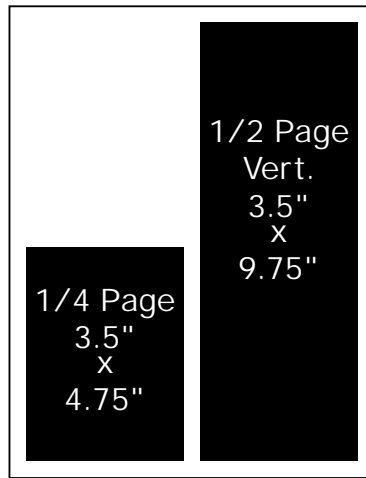
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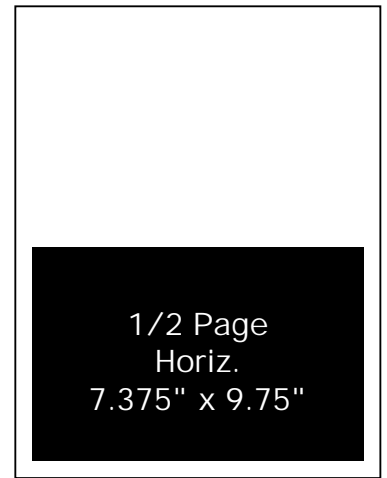
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