

## TELEGRATION TALKS

JANUARY 2010

Telegration prepared to have best year ever in 2010 amid a ton of changes to start New Year!

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SPECIAL POINTS  
OF INTEREST:

- Important 2010 Comp Changes
- New Director of Customer Service
- Mobility Minute
- Telegration launches Sharepoint Resource Library

New Year's Day comes upon us faster each year. Telegration's Alliance partner sales activity peaked for the fourth quarter during the months of November and December. In fact, 25% of our Company's sales results in 2009 came during the last two months of 2009. I want to personally thank all of our agents that contributed to the strong close in 2009. We were very busy right up until New Year's Eve supporting our Alliance Partner Channel as well as preparing for growth in 2010.

A major change in 2010 will see Telegration benefiting from AT&T's ASP program migrating to a Master Agency model that will have the majority of the current ASP's roll up to select companies like Telegration. AT&T's 2010 business model fits our company perfectly. We will turn 20 years old on March 4<sup>th</sup>, 2010. Our history over the last 20

years has shown that we have maintained top AT&T sales performances with service, support and technical ability to remain at the top of the AT&T channel. From the days of Michigan Bell to Ohio Bell to Ameritech to SBC and finally AT&T we have maintained our integrity and commitment to being one of the best AT&T solution providers ever to partake in the AT&T channel. Our 17-year run as a 5 Star Solution Provider will go down in history as the longest run ever as the program was replaced by the AT&T Master Solution Provider program in 2009.

Our Master Agency will bring a lot of new relationships with current AT&T ASP's as well as bring back some old faces to work with us again. I am excited for 2010 not only for the AT&T Master Agency model that will clearly

benefit my company and allow us to support our agent channel better but also to continue growing our relationships as a master agency with our other providers. We've paid almost \$30 Million in commissions over our 20 years in existence and we have exceeded \$120 Million in revenue over our company life-cycle. We want to welcome the dozen or so Associate AT&T Solution Providers that have joined our team and we look forward to helping them get their share of commissions in 2010.



We have made significant in-roads and great relationships with our providers over the last few years. We are building a significant base of customers for higher-end LD customers and other services with TNCI and benefiting along with our agents

## PRESIDENT'S LETTER CONTINUED...

from the Agent Equity Plan with TNCl. I recently attended a planning session with other key Master Agencies with TNCl to develop new markets to roll out TNCl's Integrated product line in early 2010. Our membership with the Agent Alliance as a Board Member has benefited us and the other 17 Master Agencies that make up our group by allowing us to share each other's product lines and benefit from increased compensation from key providers such as TNCl and Global Crossing. We are also benefiting from key providers such as US Signal, TelNet and XO where we have customized our agreements to give our agents a choice of upfront commission plans with smaller residual or a higher residual plan. We've secured agreements with 123Net, Time Warner, Comcast and many other providers to offer a stronger product line. Finally, our strong sales engineering support continues to land large commission deals for our agents in the data and internet arena.

I look forward to my Vice President and General Manager Dan Williamson and my Director of Sales Jeremi Hunter working with me in 2010 to expand support and service levels for our agents. We look forward to working with all of our agents to help them increase revenues and sales results with us in 2010. We are in a great position to make 2010 a breakthrough year for our company as we enter our 20<sup>th</sup> year.

Our service area and commission area are strong and prepared for growth in 2010. In fact, we are proud to announce Lynette Jones has been promoted to take over as Director of Customer Service and Order Fulfillment for 2010, effective January 4, 2010. Lynette brings over 20 years experience with Telegration, Inc., AT&T and other AT&T Solution Providers. She has excelled in sales results over the years with her great detail for customer service and coordination of cut-overs. We are confident that Lynette's sales background will

benefit our Alliance Partners as she understands how important service is to increasing sales. We look forward to Lynette making a huge impact in increasing the level of support to our alliance partners in 2010.

Finally, expect a big push on Mobility in 2010. In addition to adding AT&T mobility's robust compensation plan to our mix, we have also added Verizon, Sprint and T-Mobile to our product line. Please review your commission plans for 2010 and schedule a time to go over changes in 2010. We enhanced our product line and comp choices greatly for 2010. AT&T has made significant changes to their comp for 2010. It is imperative to understand what you can do and what you can't do with AT&T in 2010 as well as understand the sweet-spots to sell with AT&T. Data, Internet and PRI's pay more in 2010. Mobility pays great. However, win-back, DSL, POTS and usage plans will receive less comp for 2010 sales.

I sincerely want to

thank you all for your business and commitment to our success. Have a wonderful start in 2010 and thanks for a great finish to 2009.

May 2010 be your best year ever!

Sincerely,

Denis V. Raue

President

"We are in a great position to make 2010 a breakthrough year for our company as we enter our 20<sup>th</sup> year."

Denis Raue

## STRATEGIC SUPPORT CHANGES IN 2010

Telegation is gearing up to improve on all areas of agent support in the upcoming year. We believe pre-sale and post-sale resources are mandatory to help our agents succeed and see the true **Value Add** of our organization.

The new members of the Telegation Alliance Support Team bring a combined 40+ years of Telecommunication experience and 22 years within the company.

Dan Williamson - General Manager (12 years with Telegation)

Jeremi Hunter – Director of Sales (8 years with Telegation)

Lynette Jones—Director of Customer Service (2 years with Telegation)

Craig Goins – Sales Engineering (1 year with Telegation)

Monica Sikora – Sales Administration (2 years with Telegation)

My role as the General Manager is to be closely involved in all aspects of running the day-to-day business. My main areas of concentration for 2010 are as follows:

1. Managing the pre-sale sales engineering quote request process through our automated TSO system. This internal Telegation program is used to balance workloads among our engineering staff and most impor-

tantly, monitor RESPONSE TIMES!

2. Managing our Order Fulfillment and Customer Service Staff. We know these are very crucial departments to our agents and customers. Thus, we are introducing an automated TSO customer service request module that will allow us to assign all incoming service requests to specific service representatives. This system will allow Telegation Management to measure response times and agent/customer satisfaction rates.

3. Managing all departments associated with Agent Support:

- a. **Alliance Support Team** – This back office team is generally responsible for specific Voice and Mobility support to our agent universe.

- b. **Sales Engineering Team** This team is responsible for all pre sale data requests and assists our order fulfillment department on post sale data implementations for the end user through project management calls.

- c. **Customer Service/Order Fulfillment Team** – This team is responsible for implementing all orders and handling all service

requests from agents and customers. The staff has five Representatives and one Director of Service

4. Assigned Agent Support: I will be involved with our Sales Director and Engineers supporting agent accounts from a pre sale support standpoint throughout 2010

I am truly excited about having more involvement with the Agent Alliance support team in 2010. I'm passionate about doing things right and putting processes in place to increase the value add Telegation can bring to your firms.

To our best year ever (TOGETHER!)

Sincerely,

Daniel G. Williamson

General Manager

**"We believe pre-sale and post-sale resources are mandatory to help our agents succeed and see the true Value Add of our organization"**  
says Dan Williamson

## IN THE SPOTLIGHT

Telegation is pleased to spotlight three Telegation employees! Monica Sikora, Lynette Jones and Craig Goins.

### Support Spotlight

Monica Sikora:

Telegation, Inc. has been expanding and adapting rapidly to the declining economic changes. We have overcome substantial difficulties and still stand strong as an AT&T Solution Provider. I received my Bachelor degree in Psychology in 2007 and received my Master's in Business Management in 2009. Telegation, Inc. has allowed me to use the knowledge I have received in my college courses and allowed me to utilize them in everyday work situations. My role as a sales administrator consists of ensuring 90% of all orders submitted in are accurate and become paid to Telegation; I am responsible for determining exact cancellation ratios for each Direct Sales Representative and the Direct Channel on a monthly and YTD basis. I follow-up on unconfirmed voice orders that are not meeting the 48 hour

turnaround time for an order reject and also provide the first line of defense for quick fixes, order completion and/or immediate customer inquiries that can be handled at the branch level. I am also responsible for the paid/unpaid commissions report each month. My position also requires new hire training which ensures that all new hires and current reps complete the necessary ATT training requirements in the areas of Webinars and Ecampus. My position consists of assuring the direct reps have everything to assure order processes and sales go as smoothly as possible. I am excited to join the alliance team and provide this same type of support to the agent team. Telegation, Inc. has grown stronger each year and we believe 2010 will be our best year yet.

### Customer Service Spotlight

Lynette Jones

As Director of Customer Service, my goal will be to provide the smoothest installations of network ser-

vices and the most expedient maintenance support to our customers and agents as possible. Acting as a strong customer advocate on your behalf, we will work tirelessly to provide updates and communications to all parties, provide order scrutiny and proactive project management, expedite to highest levels when needed and be there all the way for you from implementation to billing resolution and ongoing maintenance/repair support.

My career spans over 19 year in sales and implementation experience in both sales Channels for Ameritech/SBC/AT&T as well as other carrier services. My diverse background included project managing many of the largest government and education voice and network conversions which resulted in consistently winning President's Club Awards for many years. I believe my sales and Project Management skills will bring a unique perspective that will be beneficial to our customers and agents.

## 2010 ALLIANCE CHANNEL ENHANCEMENTS

Submitted by: Jeremi Hunter

Telegration has been planning and gearing up for 2010 and enhancing the Agent Channel. Multiple factors come into play when an Agent is looking for a home. We have built our infrastructure here at our headquarters for Agent Support and training. We have a tenured Customer Service Staff, three service engineers, three executive Sales Administrators and a top notch training facility that we welcome our agents to visit and get trained. From delivering professional proposals, accurate commission reporting, support and resolution on customer service issues and requests to Tracking requests through our Telegration portal. "I believe we have a one of a kind business model" says Jeremi.

My role and day to day operation for the 2010 for the Agent Channel will be as follows:

- **Assigned Agent Pre Support** – Upon all requests coming through our Telegration portal through the Sales Engineering Requests I will be working with our Engineers on Assignment of each request and having an accurate professional deliverable turn-around to each of our Agents.
- **Responsibilities and Management skills our Agents**

### can expect.

- Analysis/problem solving with each assigned Agent
- Planning and organizing of each qualified opportunity
- On-site appointment support with Agents for prospective customers
- On-site Training set up at our headquarters for multiple carrier product line.
- Developing and coaching Agents to become more self sufficient.
- Having our Agents understanding " The Telegration Culture and Story"

Quick note about Jeremi:

*Jeremi Hunter started with Telegration in 1998 ( over 8+ years ) as a Senior Account Executive and then transitioning into the Director of Sales position in February of 2006. He resides in Eastpointe Michigan with his wife Lorena.*

***"I believe we have a one of a kind business model"***

Jeremi Hunter

## Sales Engineering Spotlight

Craig Goins, Sales Engineer, a 10-year veteran of the Telecommunications industry, joined the Telegration team in January, 2009. As a Sales Engineer, Craig works closely with Telegration direct Account Executives and Agents with configuring and pricing voice and data solutions that not only meet clients' needs but also provide significant cost savings.

Prior to joining Telegration, Craig worked for Technology Solutions, a Livonia, MI based voice, data and cabling vendor. His responsibilities included configuring and pricing voice, data and cabling solutions as well as offering cost savings recommendations for their clients.

With special expertise in structured cabling and telecommunications equipment, Craig is a guest lecturer at Eastern Michigan University, running several labs which educate students on the basics of structured cabling, system administration and new trends in the Telecommunications industry.

Earlier in his career, Craig worked for 10 years at Kelly Services Corporate Headquarters in Troy, MI as a Help Desk Manager and later as a Project Manager, deploying a new network infrastructure to branch offices across the U.S., Canada and Mexico.

Craig holds a Bachelors Degree in Business Administration from Eastern Michigan University Ypsilanti, MI. He resides in Waterford, MI with his wife, Sharon and their four children, Adam, Andrew, Elizabeth and Emily.

## IMPORTANT COMP CHANGES IN 2010!

PLEASE REVIEW YOUR COMMISSION PLANS FOR 2010 AND SCHEDULE A TIME TO GO OVER CHANGES IN 2010. WE ENHANCED OUR PRODUCT LINE AND COMP CHOICES GREATLY FOR 2010.

IN ADDITION, AT&T HAS MADE SIGNIFICANT CHANGES TO THEIR COMP FOR 2010. IT IS IMPERATIVE TO UNDERSTAND WHAT YOU CAN DO AND WHAT YOU CAN'T DO WITH AT&T IN 2010 AS WELL AS UNDERSTAND THE SWEET-SPOTS TO SELL WITH AT&T.

DATA, INTERNET AND PRI'S PAY MORE IN 2010. MOBILITY PAYS GREAT. HOWEVER, WIN-BACK, DSL, POTS AND USAGE PLANS WILL RECEIVE LESS COMP FOR 2010 SALES.

PLEASE CONTACT THE ALLIANCE SUPPORT TEAM WITH ANY QUESTIONS AT 888-TEL-GRTN OR VIA EMAIL AT:  
**ALLIANCESUPPORT@TELEGRATION.NET**



# MOBILITY MINUTE

## AT&T

**New Mobility Fast Start Prices extended through January 23, 2010** - Current Fast Start prices have been extended through January 23, 2010 bringing to your customers: \$99.99 BlackBerry Bold (9000 and 9700), \$74.99 BlackBerry Curve 8900, and FREE Curve and Pearl (8520, 8310, 8320 and 8110). On January 24, 2010 the prices will revert back to their previous level and will be good through January 31, 2010 (Bold 9700/9000 at \$174.99 and Curve 8900 at \$124.99). (Posted 12/22)

## T Mobile

Small Business 4500 - (5) Lines on the Shared 4,500 Whenever Minutes® Plan. Includes features like enhanced voicemail and built-in paging, free roaming, and no long distance charges, you've got the tools to succeed. for \$199.99 per month. Unlimited N&W and Mobile to Mobile included.

## Verizon

Verizon - Friends & Family for Business. Unlimited voice calling with up to 10 numbers you do business with the most, including landlines. Plus, you'll get unlimited mobile to mobile calling on America's largest mobile to mobile calling community. With My Business Account, you can:

- Manage your Friends & Family list online
- Utilize available online reports to pinpoint the best numbers for the Friends & Family program

Experience cost savings on your most called numbers and reduce potential airtime expenses on your business account.

## Sprint

Sprint is now offering a wide variety of plans. The highlighted individual plans consist of unlimited anytime monthly minutes pricing at \$99.99/month. Other individual plans consist of 450 minutes and you can choose from the simple talk plan (Unlimited Sprint Mobile to Mobile) priced at \$39.99, the everything messaging plan (unlimited messaging and Spring mobile to mobile) priced at

\$49.99/month, or the Everything Data Plan (Unlimited Messaging, Data and now Any Mobile, Anytime) for just \$69.99/month. If one needed to exceed the 450 minutes, Sprint also offers the 900 monthly anytime plan that costs \$59.99 for the Talk Plan, \$69.99 for the Everything Message Plan and the most popular Everything Data Plan starting at \$89.99/month. The Family and Business Shared Plans include the Simple Everything Share Plan (Unlimited Talk, Message and Ata) for \$189.98. This plan includes two lines and any additional line is priced out at \$89.99 per line. The Family Business Share Plans also include anytime minutes ranging from 700-3000 from prices starting at \$69.99 to \$169.99/month. All plans include at no additional charge: Unlimited Nextel Direct Connect and Group Connect; Unlimited Night and Weekly Calling with Nights starting at 7:00PM (most providers begin at 9:00PM); and Nationwide Long Distance and No Roaming Charges.

## Telegation

It's better here

Mobility Requests can be obtained by accessing the Mobility Request Form at: <http://www.telegation.com/att-mobility-request.aspx>



# Did you Know?

All pricing/proposal request should be submitted by accessing our online pricing request tool on our website.

[http://www.telegation.com/  
SalesEngineerForm.aspx](http://www.telegation.com/SalesEngineerForm.aspx)

Once a request is submitted online, our team has a commitment to our agents that all pricing and/or proposals will be returned to you within 24-48 hours of receipt.

www.telegation.com

TELEGATION, INC.

## AT&T JANUARY PASSWORD IS SUPERMAN

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**“ I T ' S B E T T E R H E R E ”**

MOBILITY CONTINUED...

### SPRINT OPENS MOBILE-TO-MOBILE TO ALL PROVIDERS

If you're a Sprint customer using the company's Everything Data Plan, you can now call any mobile phone on any network without using up any of your plan minutes. Good news? If you're on the carrier's \$70 a month plan, which has 450 included minutes along with unlimited data service, it could be -- *if* you don't roam into areas where there's no Sprint coverage (where the meter will start running) *and* if you have a lot of regular contacts on other cell networks. If course, for an extra \$30 a month, Sprint will give you unlimited calls to everyone, everywhere -- and other carriers, including Sprint-owned Boost Mobile -- offer unlimited plans for as little as \$50 a month. But if you're a diehard Sprinter (there must be some of you out there) and need to spend hours on the phone with folks on AT&T, Verizon or other cell networks, it could work out in your favor (ConsumerMedia, 2009).

CALL THE ALLIANCE SUPPORT TEAM TO LEARN MORE AT 1-888-TEL-GRTN

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## TELEGATION TO LAUNCH ALLIANCE PARTNER SHAREPOINT RESOURCE LIBRARY!

Telegation will be launching our sharepoint resource library! What does this mean to you? This will be a “one spot” resource for our partners that will provide up to date information on:

- Promotions and Pricing
- Frequently Used Forms
- Carrier specific documents

This is just the beginning of what is included in this library. Not only will it eliminate the need to search through multiple portals but will be accessible from anywhere with no need to remember any passwords! Watch your email for the announcement of this valuable tool forecasted to launch by the end of January 2010.