



Ericsson GE Mobile Communications Inc.

The News

Vol. 2 No. 31
October 8, 1991

Jane Stanley, Major Account Manager, knows how to recognize a sales opportunity, and how to pursue that goal whether or not others share her conviction. Fortunately, Ericsson GE's team spirit tends to prevail, even in the face of skepticism. In the case of the recent TRADOC sale to the U.S. Army, her perseverance paid off.

Perseverance, professionalism pay off in \$14M TRADOC order

In 1989, Stanley predicted that there was a good opportunity to sell communications equipment to the U.S. Army, specifically to the Army Training Command headquartered at Fort Eustis, Va. The base administers two training sites in the U.S., one at Fort Irwin in California and one at Fort Chaffee in Arkansas. These bases conduct the training for all Army combat troops.

Stanley hoped to provide a communi-

cations system to be used by the observer controllers in the training war games. In spite of the fact that Systems Sales Manager David Kernan at Fort Erwin and Major Account Manager Larry Sayles at Fort Chaffee shared Stanley's conviction, non-believers in Lynchburg and Field Sales regarded the project as a long shot.

By mid-1990 there was still a lot of doubt surrounding the success of such an enormous project, but Systems Engineering and Marketing began to develop presentations across the country anyway. Systems Program Manager Joe Herman, Bids and Proposals Engineer Dennis Gresko, and Systems Engineer Hugh Goldman worked together to create a viable bid and gave their support for the effort.

Still, the likelihood of capturing the entire award, about \$14 million, for both Fort Irwin and Fort Chaffee was beyond the comprehension of most at EGE. Based on the assumption that the Army would split the award, Bid Review strategy decided to focus on winning the Fort

See TRADOC order, page 4

Team spirit prevails in Tel-Sales Dept

Margie Fry (far left, behind the face mask), Manager-Telemarketing, passes footballs to members of her team in Tel-Sales during a recent motivational session. The purpose of the session was to inspire her department for a strong 3rd quarter finish.

According to Fry, team members' "enthusiasm and high spirits" won favorable responses from dealers, especially during the week of the Mobile Expo in Florida. People in Tel-Sales contact dealers for special product promos.



FIRST PLACE - *The Cutest Mermaid, Marie Mason*
(Morgan Toler, granddaughter), Myrtle Beach, SC



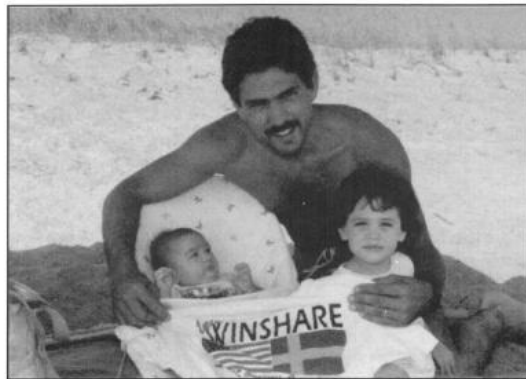
The 1991 EGE VACATION T-SHIRT CONTEST



THIRD PLACE - *Most Famous Personality, Mac Hargis* (Mickey's Dressing Room) Disneyworld, Orlando, FL



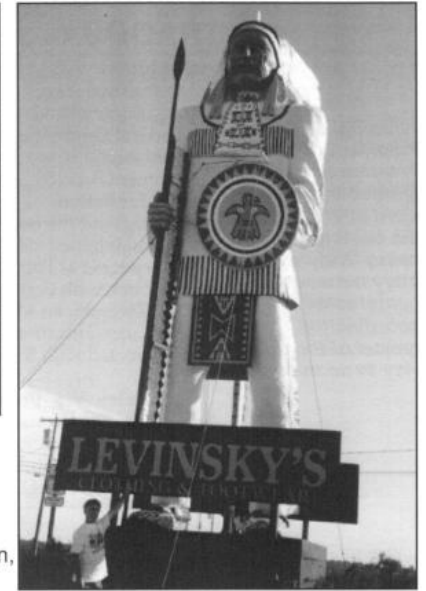
Roughest Wilderness Location, Flip Gibson, White water rafting on the New River, W. VA



Proudest Papa, John Peniche (Joseph & Cristina), Southern Shores, NC



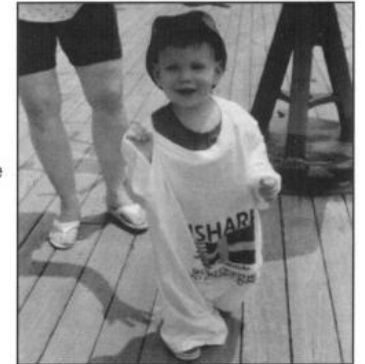
SECOND PLACE - *Most Exotic Setting, Wim Imron* with natives preparing for Barong Dance, Bali Island, Indonesia



Tallest Indian, Tommy Johnson, Freeport, ME



Well-known radio personality, Kaye Vance (Robynn Jaymes, DJ for WYYD Radio), Lynchburg, VA



Youngest Sailor, Harold Dooley (Brian Conner, grandson), on the USS North Carolina battleship, Wilmington, NC



Marlin Fever, Susie Hamilton, Nagshead, NC



The Quiet Sailor, Phil Reid, Norfolk, VA

TRADOC order (Cont. from page 1)

Irwin portion.

As the final stages of the proposal strategy materialized, it became evident that Federal Government Program Management expertise would be needed. GE Government Services, Inc. met the request without hesitation.

Throughout the lengthy process, Stanley maintained steady interaction with the people at Fort Eustis while Sayles was in touch with Fort Chaffee. Kernan and Ski Zworski, an MR who owns Hi-Desert Communications in California, communicated with the people at Fort Irwin.

Jim Bailey, Vice President of North America Region, praised this constant attention to the customer as being "truly exemplary transcontinental sales coordination, typical of the right way to do things."

Joining the team effort, engineering was hard at work making important decisions that would enable the M-PA portables and Rangr mobiles to comply with the requirements of the military bases for extensive coverage. Even the superior digitally accessed trunked technology was challenged by the specifications of multi-sites, consoles and distance.

Meeting those challenges, EGE won the entire \$14 million contract for both Fort Irwin and Fort Chaffee. Every step of the way, from Stanley's initial belief in the project until the final acceptance stage, the performance of those involved was outstanding.

Bailey said, "The key to winning this award was the consummate team effort exerted to deploy the total resources of Ericsson GE. This across-the-board cooperation is simply unbeatable."

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The availability of Ericsson's Björn Lundvall travel grants are announced early in the first quarter of each year.

All EGE employees are eligible to apply for the grants which must be submitted by April 30 of the grant year.

Trip to Sweden allows contact with colleagues

Lonnie Godfrey's (far right) visit to Sweden in September through Ericsson's Björn Lundvall travel grant enabled him to make contact with his Swedish colleagues. Here he discusses the PCS radio with Tord Jonsson (left) and Rolf Anehem.



October

15 Years

David Johnson

20 Years

Don Hicks

25 Years

Eddie Claiborne

Carl East

Bobby Tucker

Paul Wellborn

30 Years

Zola Baldwin

Richard Coleman

Mike East

James Elder

Cecil Farish

Alma Fisher

Art Herman

Bro Huffman

Liz Jones

Dan McConville

Nancy Parrish

Larry Pendry

Ruby Shotwell

Avis Wyland

35 Years

Johannes Vandegraaf

40 Years

Bill Murphy

ERICSSON



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