



Phil Johnson

## Phil Johnson ... on Tele-Sales Service

**I**naugurated last August on a trial basis, our Tele-Sales Service has "taken off like a gun-shy hound," to quote Phil Johnson, manager of indirect sales. "Both last year and so far this year, telemarketers Gayle Francis and Carolyn Moyers have performed at nearly twice their goals."

"Ron Rosser and Lee Parker have done a superb job of managing this new operation and proving that it will work," Phil said.

Simply stated, the purpose for Tele-Sales is to make GE Mobile Communications easier to do business with – particularly for those 250 dealers who were initially selected to receive this service. Gayle and Carolyn call these dealers regularly to assist in placing orders, to provide up-to-the-minute information on product availability, to remind them of special sales and to assist in resolving other problems.

The Tele-Sales reps have even been able to assist where we've had an open field manager position due to illness, a promotion or a resignation. They quickly filled the gap on a temporary basis by calling that manager's customers and offering their help.

### "Tele-Sales saves us time."

We've been receiving many favorable comments from dealers regarding the service they received from Gayle and Carolyn. "Tele-Sales gives us a central contact for order entry and any problems I might be having," said Carter

Curry, General Manager of Mitchell's Communications in Shreveport, LA. "We usually call in orders once or twice a week. Gayle is familiar with our account and we don't have to tell her how to fill in every box. This saves us time. It also helps when she calls to tell us about specials. At one time, FMR radios were usually sold out by the time I heard about them. Just a few days ago, I was able to order several while they were still available."

Carter also appreciated Gayle's helping him reach the right people to resolve problems. "Many times I've called GE and left a message when I've had a problem, only to learn a day later I was trying to reach the wrong person. Now all I have to do is explain my problem to Gayle and she chases it down for me. It's sure a lot better than it used to be."

### New Tele-Sales Manager Appointed

Starting March 20, Margie Fry will become our new Tele-Sales manager, reporting to Phil Johnson. Joining GE from U.S. Sprint, Margie has 15 years of front-line telemarketing background and eight years of management experience. Her challenge will be to fully integrate the Tele-Sales program into Order Service, to train and motivate the telemarketers, to increase sales and to expand the service to include more dealers. Welcome to our Tele-Sales team, Margie!



*J.D. Allen (left) and Charlie Johnston*

## J.D. Allen and Charlie Johnston talk about Service Parts

A year ago, we visited After-Market Services to explore their new programs. To bring you up to date, we interviewed J.D. Allen, manager of AMS, and Charlie Johnston, the sales planner for AMS. Here's what we learned.

### MPI crystal warranty increased to 10 years!

In Sales Field Mailing 100, we described the results of a test in which 20 GE MPI crystals were pitted against an equal quantity from Marden, BOMAR and International Crystal. All but three of the GE crystals passed each test with flying colors. Only two of the BOMAR crystals and NONE of the Marden or ICM crystals passed all of the tests.

But talk is cheap. We wanted to do something to back up our claim. That's why we're **increasing our warranty to 10 years on MPI crystals shipped after April 1, 1989.**

All MPI crystals are shipped via second-day delivery at no additional charge. We've also expanded the crystal bank, so there's an excellent chance we'll have the frequency you need on the shelf.

Finally, you get super low pricing on MPI crystals (only \$9.03 with GESS discount) and we're offering a free coffee mug with MPI crystal orders placed between April 3rd and 7th. Just call 1-800-368-3277 to order.

### M-PD, TPX and PLS batteries now available in Mix & Match 50-Packs

"You asked us to include M-PD, TPX and PLS batteries in our new Mix & Match 50-Packs," says

Charlie Johnston, our sales planner for After-Market services. "We listened to you and you can now Mix & Match these batteries with 50-Pack orders for MPE, PE, PY, MPI, MPR, MPS, MPX and GE-MARC V portable batteries."

Here's how the program works. Order 50 or more rechargeable nickel-cadmium batteries from GE Service Parts and you'll save 10% to 38% off list price. You decide how many of each battery you need, as long as the total is 50 or more. Refer to the recent flyer listing the specific batteries which qualify.

Good news! We've upgraded the cells in four of our 1200-mAh batteries to provide an extra 300 mAh of capacity at no additional cost. These 1500-mAh batteries will give your customers additional talk-time for those extra long shifts:

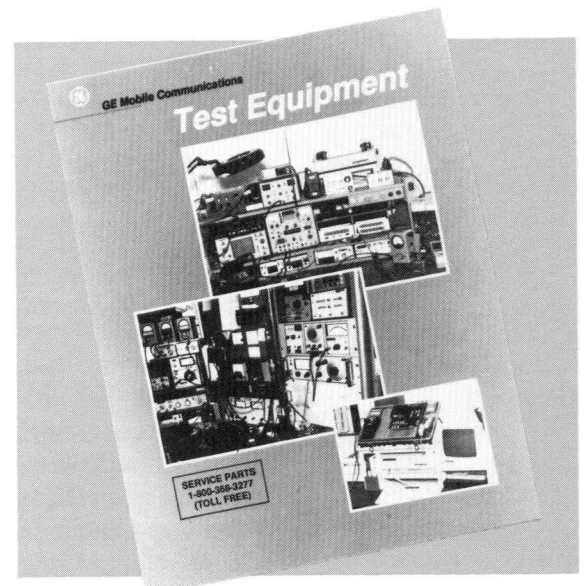
- MPR and MPS batteries  
19D429777G8 and G9
- MPX and GE-MARC V batteries  
19D429777G7 and G10

### New Service Parts booklets

Last year, Service Parts produced two booklets offering new products for GESS's. In September there was the **Service Aids** booklet. Later, in November, you received the **Installation Materials** booklet.

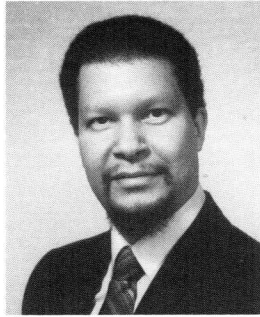
Now, in preparation for April mailing, we're proud to announce our new **Test Equipment** booklet. This catalog will include new products, as well as current test equipment offerings. Among the new instruments listed are the ADVANTEST Spectrum Analyzer, the Marconi 2957 Systems Monitor for cellular applications and the BK Test Bench™ Digital Meter.

Another feature of the new booklet will be suggested "Bench Setups" for various products and levels of service. Current software for programming products with an IBM-compatible PC will also be listed. Watch for the mailing in April.



## Five-Star Service Shop Program

After-Market Services will be announcing a new program soon to complement the Five-Star Dealer Program. Watch for additional information in a Sales Field Mailing.



*Ben Jones*

## Ben Jones joins Product Services

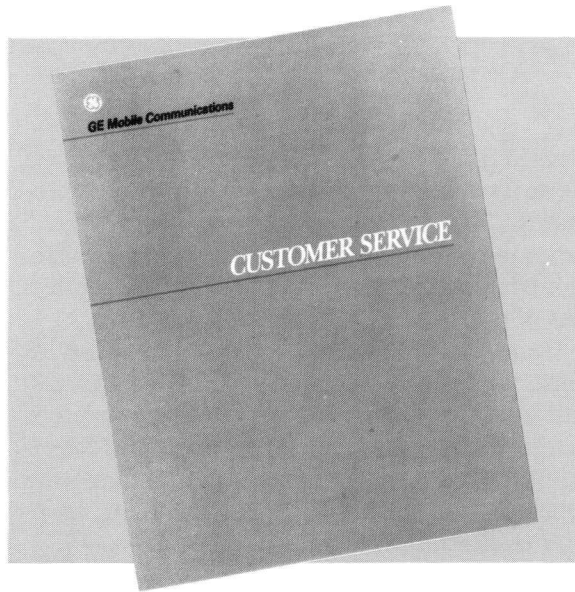
Effective February 27, Ben Jones became our technical rep for Public Service products in the Technical Response Center. He has 17 years of technical experience across all of our mobile radio product lines – including portables. “Ben will be ‘fielding’ calls for Delta and Rangr radios and their associated control heads, as well as voting sytems,” according to Jerry Cornelius, manager of Product Services.

Ben replaced Don Gordon, who was promoted to Joe Koniowsky’s Systems Engineering group where he will be supervising the design and installation of the control consoles for the Hashemite Kingdom of Jordan contract. “Don has served us well in the Technical Response Center,” Jerry said, “and we wish him continued success in his new position.”

## “Customer Service” directory revised

The 1989 revision of the “Customer Service” directory was mailed in January to Dealers, GESS’s and GE field personnel. This handy guide contains photos and phone numbers of our customer service managers and service representatives. Additional copies can be obtained by ordering ECR-3366.

If you also need additional copies of the pocket-size “Customer Service Directory” card which was distributed in December, please request ECR-3106.



## Fast-start training for new salespeople

“In response to requests from Dealers for help training new salespeople, we are developing a new workshop called ‘Mobile Radio Selling Skills,’” explained Jim Carrington, manager of sales training. “This 2-day course is specifically designed to bring new, inexperienced salespeople up to speed more quickly.”

The unique feature of MRSS is that it not only develops basic selling skills, it also introduces salespeople to our product lines, gives them ammunition for selling against the competition and provides experience recognizing and responding to customers’ social styles. To accomplish this, the course uses a highly interactive format consisting of discussion, team projects, mobile radio role plays, video presentations and a self-discovery personal profile.

Archie Warren, a GE retiree who conducted mobile radio sales training for several years, is developing the MRSS workshop. From his long, successful sales career with GE Mobile Communications, Archie knows which skills are most essential for new salespeople to succeed. We expect the pilot session of MRSS to be conducted in April. Dealers interested in providing this training for new salespeople should notify their GE managers.

As a prerequisite, MRSS trainees must have completed at least Units 1, 2 and 3 of the “Basic Two-Way Radio” course. A few weeks of sales experience is also desirable.

For additional information about MRSS, please refer to your “1989 Sales & Management Training” catalog ECR-3006. Every sales manager should have a copy to develop training plans for his/her salespeople.



*Jim Carrington*



*Gene Pearson*

## REP-OF-THE MONTH ★★ AWARDS ★★

Our Rep-of-the-Month winner for November, **Gene Pearson**, administers our warranty programs. "My philosophy of customer service," Gene said, "is to be eminently fair to the customer while, at the same time, protecting the interests of the General Electric Company."

Gene was nominated for the award for his outstanding administration of our Intrinsicly Safe Battery Recall Program. "The recall involved determining exactly which customers had batteries that were suspect and seeing that they were replaced," according to Jerry Cornelius, manager of Product Services.

"The program has been administered by Gene in a very smooth fashion with all Customer requests for replacement batteries being processed with minimal inconvenience to the Customers. The fact that this program has proceeded without fanfare or complications is a complement to Gene's handling of it."

Congratulations for an outstanding job, Gene.



to **Lee Parker** from Rich Hibbard, our Territory Sales Manager in Wayne, PA. "I received shipping information today on the order I requested help on and felt I would be remiss if I did not thank you for your 'as usual' exceptional response. I'm proud to have you and your department as part of my team."

to **Eddie Claiborne**, our service rep for B&I products in Product Services, for following up to see that properly cut antennas were provided to Union Pacific. In a letter complementing Eddie for his handling of this important account, Jerry Cornelius said, "Your request to Engineering to verify the antenna cutting chart, and the resulting determination that the antennas were being cut to an incorrect length, allowed corrective measures to be taken. Replacement antennas, correctly cut, were sent to the customer ...

demonstrating to the customer our quick reaction to issues once they are identified."

to **Jim Gibson**, our service rep for cellular products, from Dan W. Hair in Thousand Oaks, CA. "I truly appreciate your professional attitude in handling my problem with the software of my GE mobile phone. In this day of 'it's not my job' or 'I will transfer you' ... it is refreshing to find an individual that expresses the feeling that the product is backed by the ethic of the company. Thank you for making my decision to buy GE the right choice."

Another California customer also praised Jim Gibson for his outstanding customer service. "Recently, a local stereo dealer ran a special on your phone that was so attractive, I finally decided to break into the 21st century and have one installed. Prior to doing so, I had several questions regarding the operation of the GE unit that the stereo shop could not answer. ... After phoning your 800 number, I connected with Jim Gibson. This man was so helpful, he even went out to his car to use his XR 3000 to call my answering machine to test its reaction to the code in pulse bursts. It worked perfectly and I went down to the shop that day and bought the system. When I picked up the car, the shop could not locate the manual for my new phone. Again, I was on the 800 line to Jim who walked me through some of the basics and mailed me an owner's manual. ... Would you kindly give Jim a personal thank you for me and let him know how much I appreciate his help? Incidentally, the XR 3000 works perfectly and is exceeding my every expectation!"

to **Lew Gallion and Don Gordon**, our service reps in Product Services, from Don Righello in Mountain View, CA. "I would like to take this time to send kudos to Lew and Don for their efforts to assist in resolving customer complaints. ... I really appreciate their rapid response and quick follow-up with parts to resolve these issues. Please commend them for a job well done."

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### EDITOR

*Jim Carrington, Mgr-Sales Training*



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