

The Call

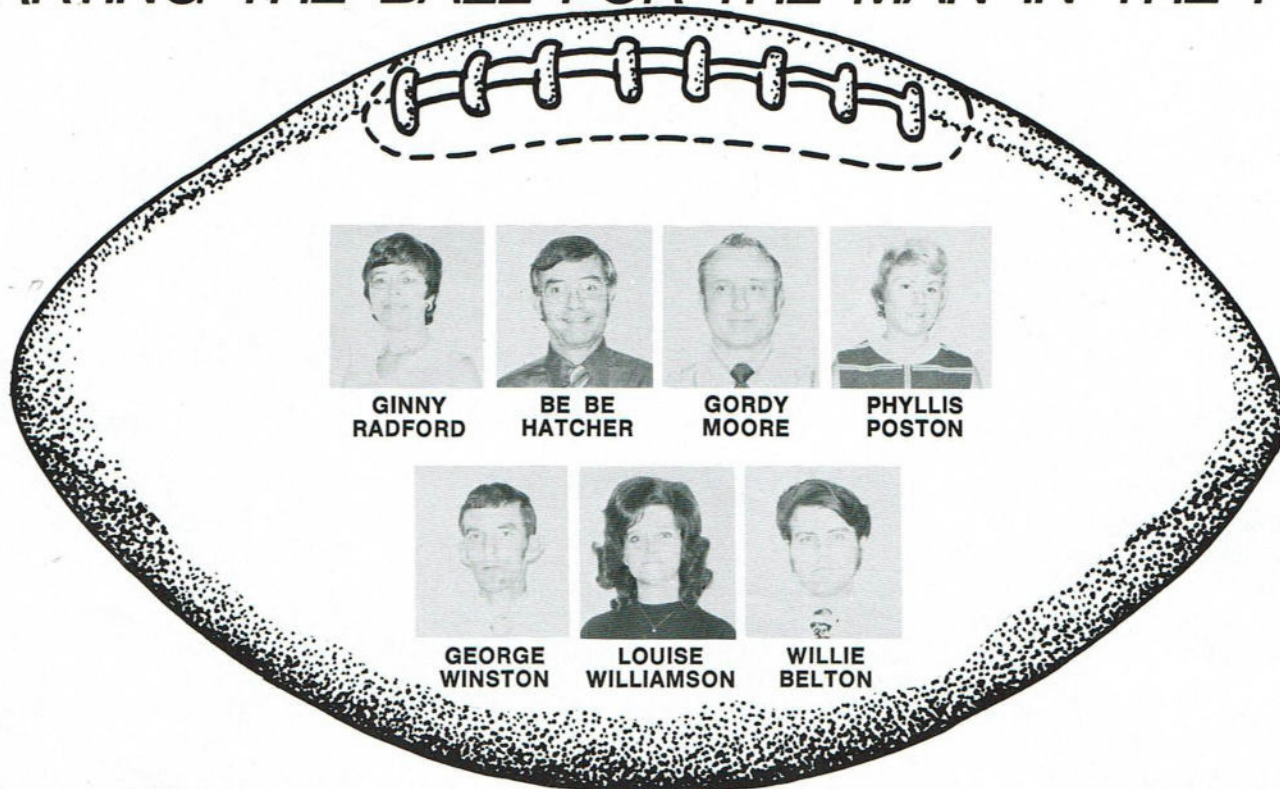
MOBILE RADIO SALES



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CARRYING THE BALL FOR THE MAN IN THE FIELD



GINNY
RADFORD

BE BE
HATCHER

GORDY
MOORE

PHYLLIS
POSTON

GEORGE
WINSTON

LOUISE
WILLIAMSON

WILLIE
BELTON

YOUR REGIONAL REPRESENTATIVES IN LYNCHBURG

Your customer has given you an order. You write it up and send it to Lynchburg. What happens next? Your Regional Representative goes to work for you, to get your customer's system on the air at the time you promised.

Acting as your Mother Hen, your Regional Representative watches over your order from the time you receive order acknowledgment to the date it is shipped. The Regional Representative places your vendor and installation orders, assigns a scheduled shipping date and keeps you posted on your order's status.

Sounds simple enough, and it can be if you, MRD's man in the field, take a little time to insure that you've given your Regional Representative all the paper work and information needed. No where is teamwork and attention to detail so important in promoting a successful customer relationship that can benefit you for years to come.

"Unfortunately, many of the orders that come in are incomplete," said Paul Sprinkle, Manager of Order Administration. "An incomplete or incorrect order slows everything down because pertinent information or paper work is missing that is needed to schedule manufacturing, process the order and see that the equipment is delivered and installed as promised.

"There's more to an order than just the customer name, type of equipment and shipping address," Sprinkle said. "If the order doesn't list the assigned frequencies, installation quotes, Channel Guard frequencies, etc., or if the handwriting is so bad we can't decipher it, everything slows down. Further, if a particular block on the order form is not applicable to the order, it should be so indicated."

To help you write a complete or-

der, MRD has produced two instructional booklets (ECX-365 1A, ECX-365 2A) that take you through the routine step by step and explain the types of data needed for efficient order processing. Copies may be obtained by writing: J. B. Blackburn, MRD Marketing Communications, P. O. Box 4197, Lynchburg, Va. 24502.

"These booklets serve as a checklist," Sprinkle said. "Simply place a completed order under the overlay and check each block against the 'call out' instructions. If our field salesmen follow this procedure, we'll really cut down the number of orders bogged down.

"If you need additional help, please contact your Regional Representative. They know how to get it done and will be happy to help. They are there to serve you and your customers."

GE Systems Win NACO Awards

Two General Electric Mobile Radio communications systems have been cited by the National Association of Counties in awarding the Association's County Achievement Awards to Henrico County, Virginia, and Genesee County, Michigan.

The Henrico County School Guard Radio System uses two-frequency PE Series portables to increase the county's total traffic safety effort and provide for the safe movement of elementary students to and from school. Assigned to members of the Henrico Police Division's School Guard Detachment, the portables permit crossing guards to report any situation without leaving their post unattended. The system has paid extra benefits to the county as guards have used the portables to report accidents, malfunctioning traffic signals and assist in the apprehension of speeding motorists and other violators. Henrico County was assisted in implementing the system by Bob Raper, DSM in Richmond.

Genesee County was honored for establishing a consolidated central public safety dispatch system that permits county residents to obtain police services within minutes by dialing a single telephone number. The new radio system serves all police agencies in the county, contributing a better police coverage and faster response time with no increase in manpower or vehicles.

NEWS BRIEFS



One of the techniques stressed in MRD's Sales Training Program is "Ask for the Order. And get it!" **Jack Fitzgerald** of Communication Specialists in Hartford reports he used this technique and earned a fine mobile and base station order from the Town of East Hampton, Conn.

Out in the Buckeye State, **Jim Kennedy**, president of Kennedy TV Sales in Defiance, closed a beautiful MASTR II mobile, PE Personal and high band repeater system sale to Defiance County.

Burt Reynolds, your Mercedes is ringing. Burt's car now has a GE IMTS mobile unit thanks to the efforts of **Brian Donaldson** of Radio Communication Service, Inc. in L.A. and the thoughtfulness of Miss Dinah Shore who selected the unit as a gift for the Hollywood box office star and bought one for herself also.

General Electric supplied all the FM two-way radio equipment in the system including MASTR Professional base stations, mobiles, PE Series portables, satellite receivers and voting selectors. **Don Jackson DR** in Lansing, Mich. assisted county officials in implementing the system.

Incidentally, special thanks goes to **Jack Strehle**, DSM in Miami, for helping Jackson's Michigan customer demonstrate GE equipment at the NACO national convention in Miami—a good example of MRD teamwork in action.

Radio will be helping bring the news to TV 3 in Northern Louisiana. **Phil Johnson** and his sales crew at CECO in Dallas nailed down a nice MASTR Pro base station/MASTR II mobile and PE portable order from station KTBS in Shreveport. Incidentally, congratulations to Phil on being elected as a VP of CECO.

In southern Louisiana, **Harvie Hamilton**, president of Hamilton Radio Communications in Houma closed two fine orders, a Pro base station system with remotes and tone control to Williams Drilling Co. of Baton Rouge and another large Pro base station system to Gulf Offshore Co., Inc.

MASTR II is the name of the game in Boston as **Art Sitomer**, of Electrocom Corp. wrapped up strong MASTR II mobile systems sales to Bay State Taxi, Inc. of Chestnut Hill and Authorized Service, Inc. of Arlington, Mass.

Nice going to **Horace Whitfield**, owner of Mobile Radio Systems in Jackson, Miss., for his selling efforts which resulted in a high band MASTR Pro/Royal Executive mobile system to J and G Express, Inc.

Business continues to boom for Oklahoma MR Enid 2-Way Communications, Inc. General Manager **Arno Pautsch** reports that they're doubling their floor space with the addition of three new bays for installation and maintenance work.

Bill Hoffstetter, go-getter president of Communication Systems Inc. in Miami secured an outstanding 450 MHz MASTR Pro/MASTR II order from the Little Four Cab Company.

Resqu, Inc. turned to Springfield, Mo., MR **Randall Crow** to fill their communications needs and Randall responded with a strong MASTR II mobile/PR portable system package that came to Resqu's rescue.

Fort Stockton, Tex., MR **Martin Baze** capped a fine sales effort in bringing in a sizeable MASTR Pro repeater/MASTR II mobile sale to Clajon Gas Company of Fort Stockton.



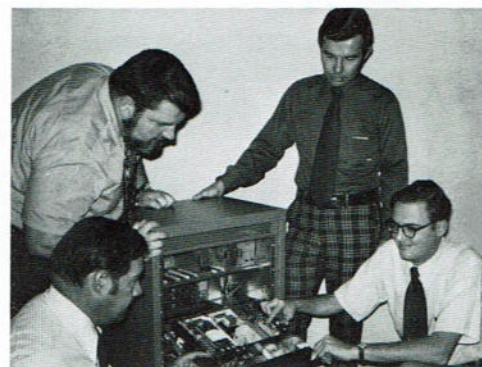
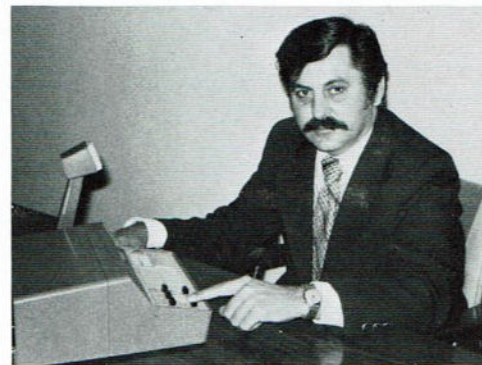
A LEARNING EXPERIENCE

MRD Manager of Field Operations **Bill Torbick** (left) gets a briefing on the new GE \$2.5 million Ohio Law Enforcement Emergency Radio Network (LEERN), a common-channel system which will link thousands of police cars across the state. Briefing Bill are (from left): **Ward Taylor**, District Sales Manager in Columbus, Ohio; **Paul Jasiewicz**, District Service Manager in Columbus and **Bob Humphrey**, MRD Bids and Proposals in Lynchburg.



It takes a lot of talented people and a lot of hard work to produce as sophisticated a communications product as the new MASTR II base station line. Thanks to all who have contributed to the finest base station on the market

today, among them Bob Krcelic (top right) of MRD Product Planning and (bottom right) the MRD Engineering team of (from left) John Berti, Bob Johnston, Jim Sears and Bob Vass.

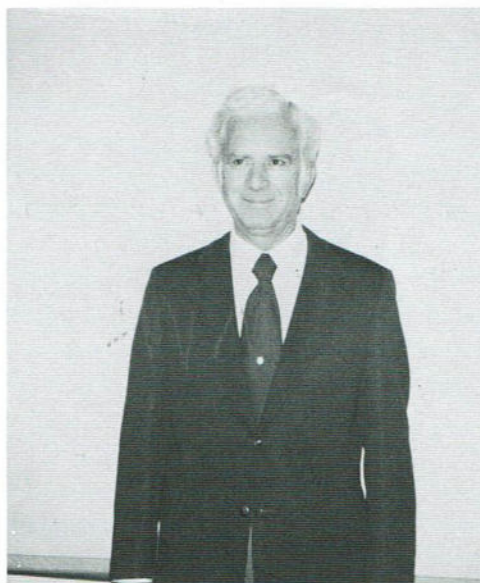


Thirteen new MR organizations have joined the General Electric Mobile Radio Indirect Sales team, bringing the "Best of Both Worlds"—GE products and local representation—to many areas of the country. Our newest MRs are: Two-Way Radio Shop, Wiggins, Miss., Wallace W. Cobb, owner; Compton Industries, Inc., Vestal, N.Y., Lloyd Harrison, president; J and J Communications, Pecos, Tex., Jim Blanchard, owner; Bexar Communications, Inc., San Antonio, Tex., Dean S. Miller, president.

Challenger Electronics and Communications Services, Middletown, Ohio, James M. Stitt, division manager; Command Electronics, Cape May, N.J., Charlie C. Schulz, president; Sanilac Communication Service, Applegate, Mich., Neil Wildeboor, owner.

Communications Marketing Corp., Little Rock, Ark., Ray D. Windle, vice president; Eastern Idaho Communications, Pocatello, Idaho, J. A. Colley, owner and Modern Communications, Inc., Cleveland, Miss., K. L. Mansfield, vice-president.

Numarc Communications, Inc., Batavia, N.Y., Michael A. Leo, vice-president; Radio-Comm Company, Washington, Mo., Harvey Jacquin, owner; Data-Com, Incorporated, New Orleans, La., Carl J. Domiano, vice president.



"... AS THE CROW FLIES"

A man who has covered a lot of territory, John Crow of Encino, was saluted as a real pro and Gentleman's Gentleman, by fellow regional managers as his retirement was announced at the year-end RM meeting in Lynchburg. John joined General Electric at Lansing, Mich., in 1956 and became DSM there in 1958. He went to the West Coast as DSM in 1963 and was named RM in 1970, covering the South West United States. He will be missed by his many friends and customers. He plans on remaining in Woodland Hills, Calif.

Region F Awards

Outstanding achievement awards were the order of the day when Region F held its regional meeting in San Diego.

MRD Field Operations Manager Bill Torbick presented 10⁶ pins in recognition of career million dollar sales milestones to: **Tony Crupi**, DSM in Bloomington, Cal.; **Dick Doyle**, Area Manager in Encino, Cal.; **Darold Crawford**, DSM in Salt Lake City; **Pat Walton**, DSM in Albuquerque and **Bob Osmer**, DSM in San Diego.

Quota Buster awards for sales achievement were presented by Region F Manager John Crow to **Vern Anderson**, DSM in Denver; **Don Sample**, DSM in Los Angeles and Tony Crupi, Dick Doyle, Pat Walton, and Bob Osmer. **Phil Walsh**, former DSM in Phoenix, was honored for his sales achievements in that district.

Ed Martin District Service Manager in Los Angeles, was recipient of the "Distinguished Service Manager Award" for his outstanding support to MRD customers.

NEWS BRIEFS

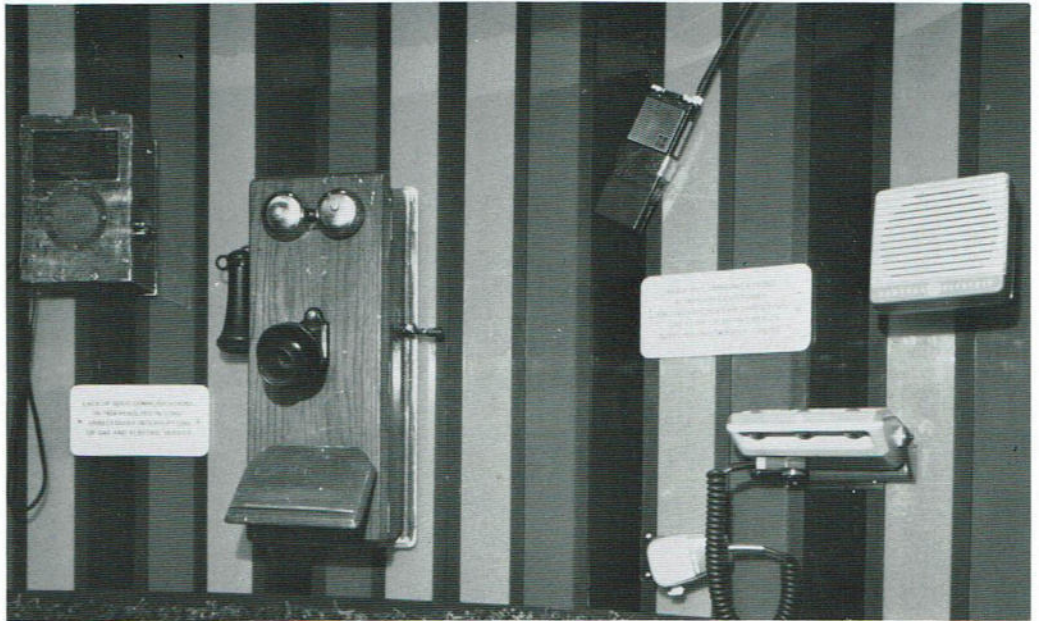
Herman Lange, owner of South Georgia Radio Service in Brunswick, Ga. harvested a peach of an add-on mobile sale to Hercules, Inc.

Mobile Radio certainly is a business tool for a tool business as **Dale Smith**, president of Commercial Radio Service in Odessa, Tex., proved with his extensive MASTR II mobile system order from Rucker Acme Tool Company.

Happy one-eighth century anniversary to **Tom and Peggy Wilson** and all the gang at Muskogee Two-Way Dispatching. The Oklahoma firm's anniversary was marked by an open house where more than 100 potential customers witnessed a demonstration of GE IMTS and two-way radio equipment. Tom and Peggy promoted the event with "Call Peggy" bumper stickers and local newspaper invitations to the public to stop by. Congratulations on an outstanding promotion from an outstanding MR organization.

Hats off to old pro **Bill Miller** president of M and L Communications in Syracuse, N.Y. for a MASTR Pro/MASTR II communication system to Shirl/Bob Equipment Corp. of Syracuse.

Myron Sargent, of Western Communications, Inc. in Spokane, Wash., keeps on truckin' with his fine MASTR II repeater and mobile system sale to Baker Truck Lines, Inc. of Lewiston, Idaho.



Montana-Dakota Utilities Company's 50th anniversary celebration includes this traveling display showing the evolution of their communication system through the years. MDU has more than 500 General Electric radios in service, including MASTR II and PEs (pictured above), to meet day-to-day and emergency needs of its customers in four western states. Special thanks to Bob Cardwell, DSM in Billings, for his fine customer relationship and supplying this photo.



Rick Cochran (left), DSM in Sacramento, marks 10 years of outstanding GE service with an anniversary pin presented by **Jerry Jones**, Region J Manager.

Super chef **Ken Garthe** and all the fine cooks at A and E Electronics, Inc. in St. Louis used the right sales spice in rolling up a mouth-watering 450 MASTR Pro repeater system sale to Pizza Man, Inc. of Fenton, Mo.

In truly a grand fire sale, **Jim Ingram**, of Ingram A-V Supply in Montrose, Colo., closed a large MASTR Pro repeater/MASTR II mobile/PE and pager order from Grand Fire Protection District of Granby, Colo.

In another noteworthy add-on sale, **Al Guin** of Two-Way Radio of Carolina in Charlotte closed a large MASTR II add-on order from Carolina Freight Carriers. Earlier, Al and the gang sold the customer on an extensive MASTR Pro 450 repeater system.

Out in the tall timber around Eugene, Ore., communications shouldn't be a problem for the Wildish Land Company now that they've ordered an extensive MASTR II repeater/mobile/Porta Mobil system from **Les Smith**, of Smith Telecom Systems.

Phil Johnson and the gang at CECO in Dallas keep drilling away, closing a great MASTR Pro repeater/MASTR II mobile system to Riley Drilling Company in Big Springs, Tex.



MRD Consultant John McCormick (left), recognized throughout the communications industry for his contributions to the land mobile field, was awarded a Certificate of Appreciation by the Atlantic Chapter of APCO for his long service to the police communications community. Making the presentation is **Frank Devine** (right) of the New York City Police Department and **First National Vice-President of APCO**. Atlantic Chapter President **Frank Duer** of Erie, Pa. is in the center.