



# *Why and How the Electrical Protection Industry Should Make Educating Their Telecom Customers a Sales Tool*

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# *Why and How the Electrical Protection Industry Should Make Educating Their Telecom Customers a Sales Tool*

- Why?
  - You get to be their “go-to” guys for subject matter expertise.
  - You will likely be retained as an approved vendor.
  - You may secure a more favorable bid position.



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- No offense but...
  - **Through downsizing and retirements, the talent pool in many telephone companies is increasingly shallow.**
  - **This fact is especially true of the ICEP, Bonding, Grounding and Electrical Protection disciplines.**
  - **Central office and outside plant people are largely under-trained and only marginally experienced.**



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- Fact:
- **Very few telecom engineers are degreed or licensed engineers.**
  - They're more often technicians who became promoted into engineering posts and worked under the direction of an engineer however many if not most of those experienced guys have now retired leaving a serious knowledge/experience gap.
  - Telecom training budgets are increasingly parsimonious.
  - Offering training sessions, “Lunch-&-Learns” etc. give you a leg-up and also builds your sales contact lists.

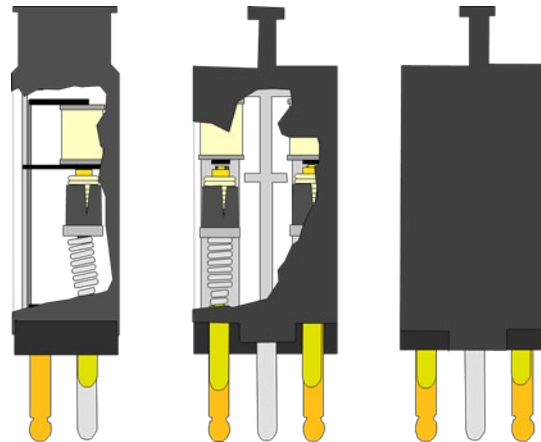


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- After all...
  - **Who knows your product better than you?**

## Why and How the Electrical Protection Industry Should Make Educating Their Telecom Customers a Sales Tool

- What I'm seeing "out there" over the past few years
  - Many carriers are drastically reducing maintenance without understanding the potential repercussions.
  - Most telco technicians and many engineers know little or nothing about OSP cable protector units, especially 5-Pin units.



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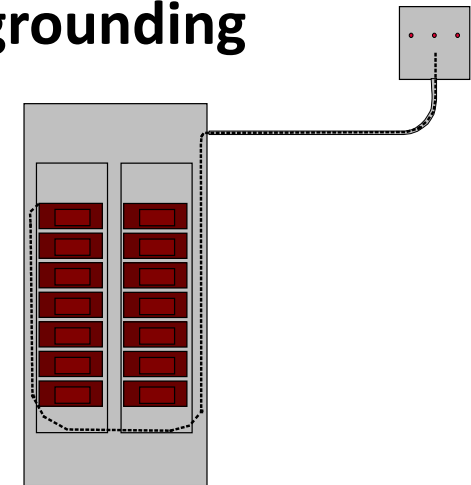
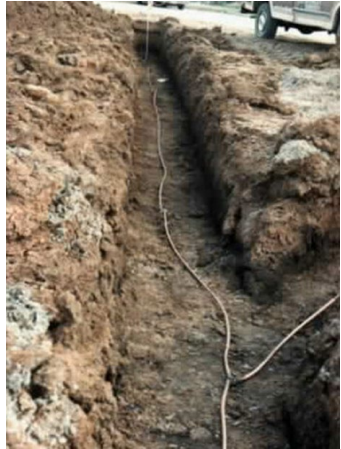
- What I'm seeing "out there" over the past few years
  - "Magic Pill" mentality



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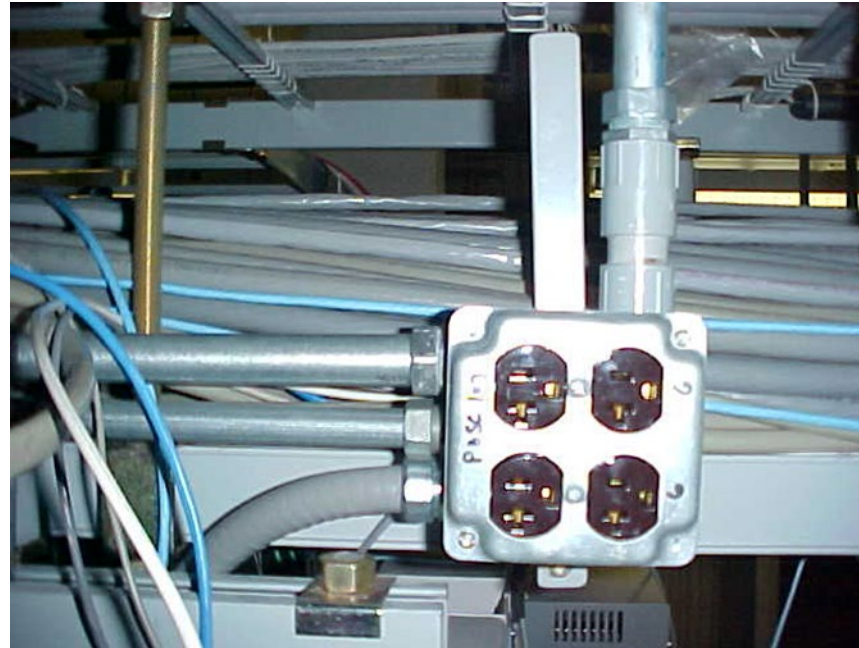
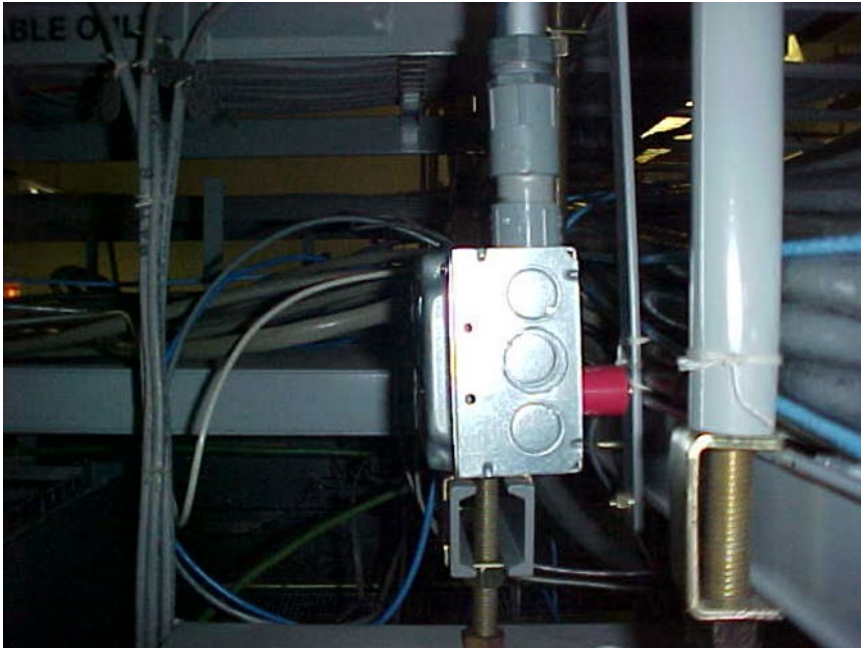
- **"Cookie cutter" Earth electrode designs for cell sites**
  - Electrodes are not being designed from soil resistance tests
- **Almost no real understanding of telecom equipment grounding**
- **Poor understanding of SPD selection and installation**
- **Poorly functional alarm systems**





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## Why and How the Electrical Protection Industry Should Make Educating Their Telecom Customers a Sales Tool

- Gone are the good `ol days when...
- Lorain Products held an annual power symposium
- AT&T Network Systems held periodic power seminars
- Telcordia operated training centers
- Larger carriers had internal schools



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- More recently:
  - Liebert has provided training sessions
  - Erico has provided training sessions

