

Old School Sales in a New School World

Kyle Redman

Director of Sales
and Business Development
at ATC Communications



420
Members

82
Associate Members

Most member companies are located
West
of the Mississippi

Members serve more than
1.4 Million
Subscribers

Average member serves around
5,500
Subscribers

STATS

Employs over
11,000
People

Largest member serves around
570,000
Subscribers

Smallest member serves around
600
Subscribers

70%
of members serve fewer than 10,000 subscribers

90%
of members serve fewer than 25,000 subscribers



My Great Great Grandmother sat at a switchboard 24 hours a day, seven days a week, 365 days a year for over 30 years connecting calls.

CENTRAL

40
Employees

4,000
Square mile serving area

2
States

80%
Network

4,000
Subscribers

5
Counties

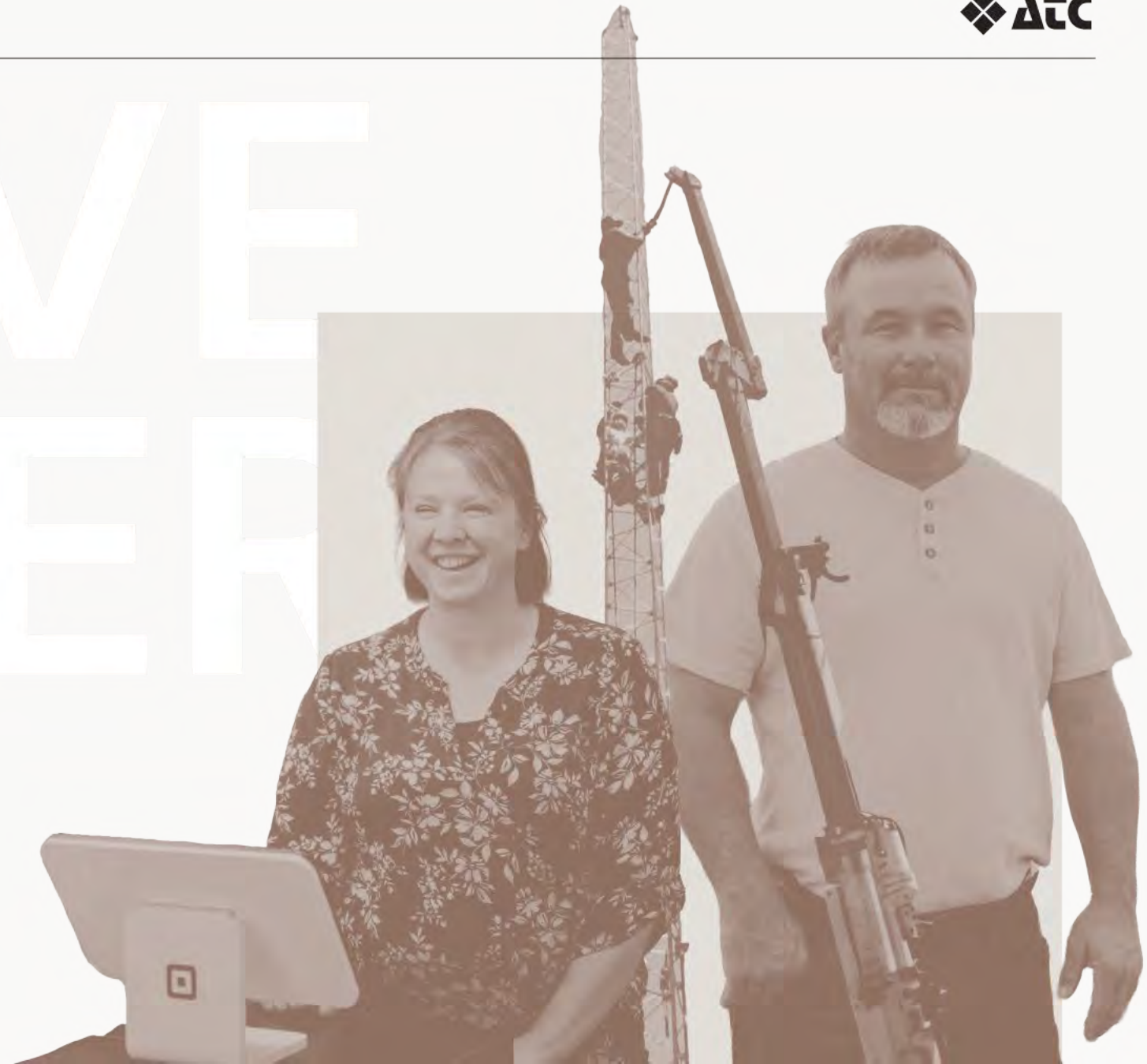
1,300
Miles of fiber

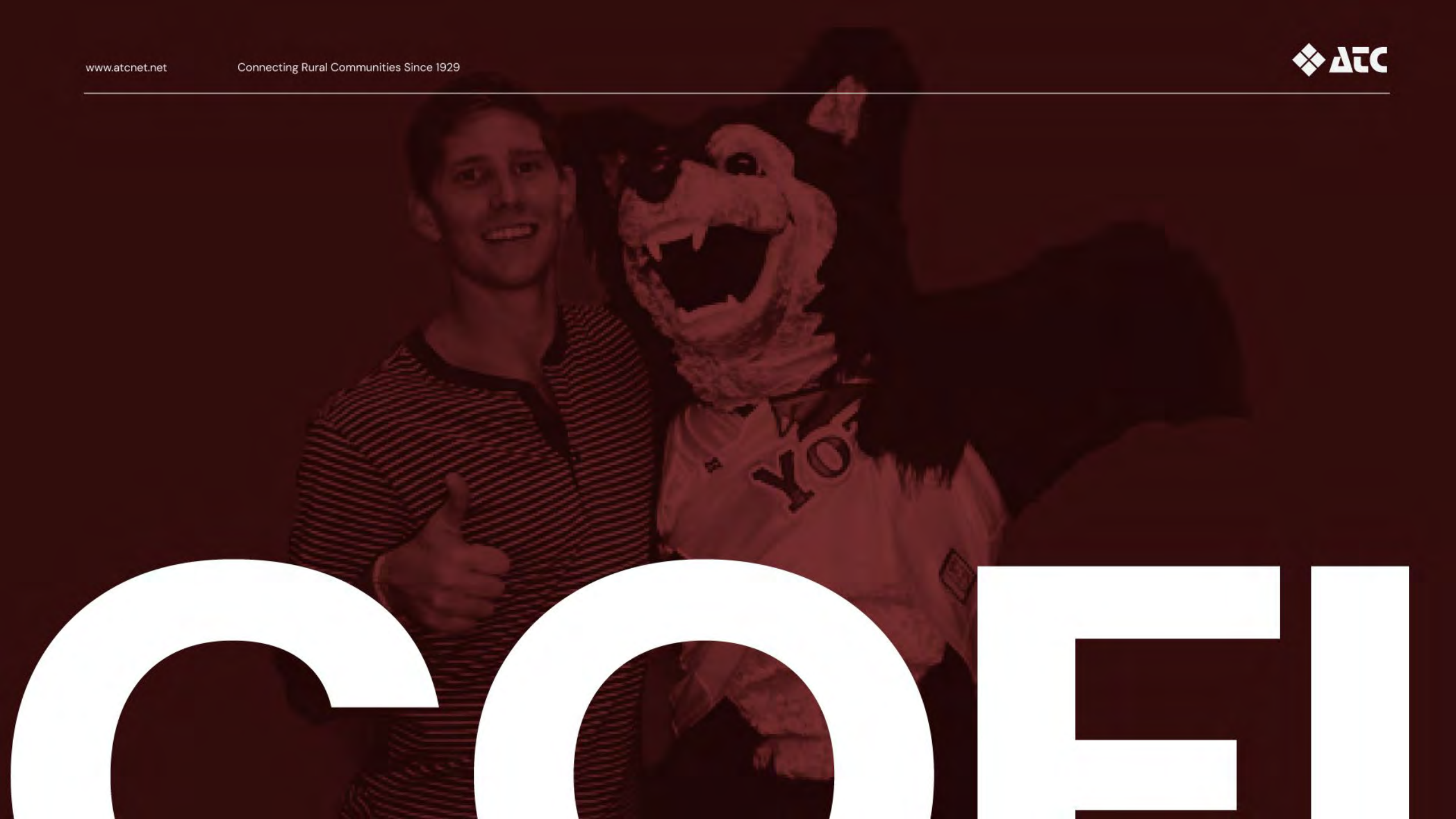
Who We Serve

Residences
Businesses
Cell Towers

Service Offerings

Voice
Internet
DIA
Special Circuits
Managed Services
Managed IT
Cybersecurity
Physical Security




CO
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The first question he asked me was: How does ATC make money? I confidently replied, well our customers of course.

Bob Kraut

KRAUT

"So, I did what any 21-year-old kid should do...I decided it would be best for me to move to Las Vegas with my best friend!"





FOUR FACTORS OF IMPULSE

1. Fear of Loss
2. Sense of Urgency
3. Indifference
4. Jones Effect

FIVE STEPS TO A CONVERSATION

1. Introduction
2. Short Story
3. Presentation
4. Close
5. Rehash

EIGHT GREAT WORK HABITS

1. Be On Time
2. Be Prepared
3. Work A Full Day
4. Work Your Territory Correctly
5. Have And Maintain A Positive Attitude
6. Understand Your Opportunity
7. Respect Your Customer And Client
8. Take Control



Las Vegas

2012

First direct sales gig working with CenturyLink selling internet and TV services





April of 2013 I moved to New Brunswick, New Jersey with 5 other reps.

NEW JERSEY


SEATTLE



BALTIMORE







NEW JERSEY

Numbers From Direct Sales

250,000
Doors I knocked on

50,000
Businesses I walked into

1,000+
Sales reps I recruited and trained

Millions
Of dollars I generated in revenue

100,000x
I heard the word NO

> ***We don't need sales, because we have a monopoly. We get paid to build the network not get the customers.***

MRR GENERATION

2020	2021	2022	2023	2024	2025	2026
$3,400	$6,070	$6,825	$5,715	$6,675	$6,196	$8,365



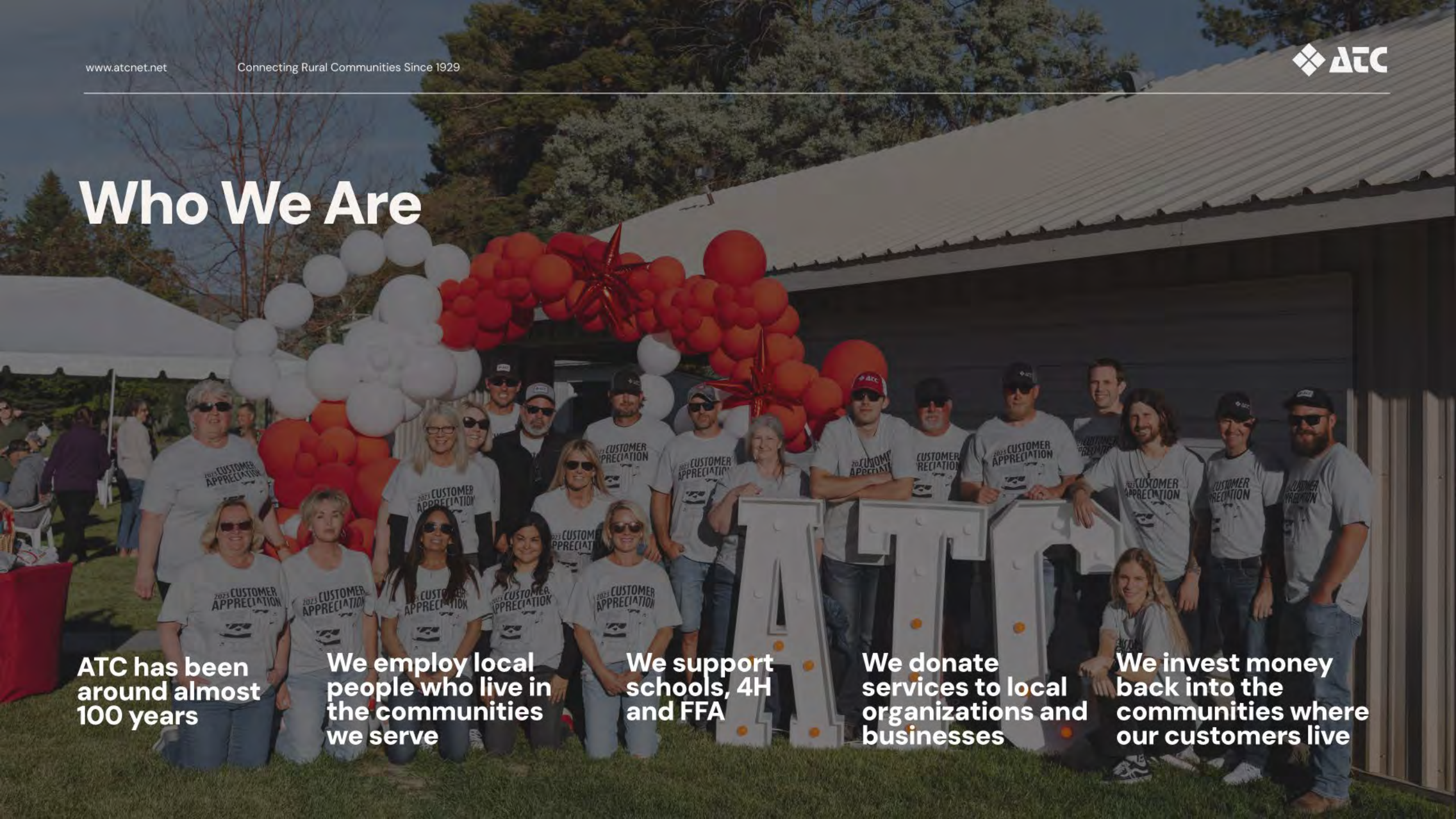






COMPETITION

Who We Are



ATC has been around almost 100 years

We employ local people who live in the communities we serve

We support schools, 4H and FFA

We donate services to local organizations and businesses

We invest money back into the communities where our customers live

GETTING THE CUSTOMER & KEEPING THE CUSTOMER

Develop Your Target Market



Get a map

Show me every customer I have

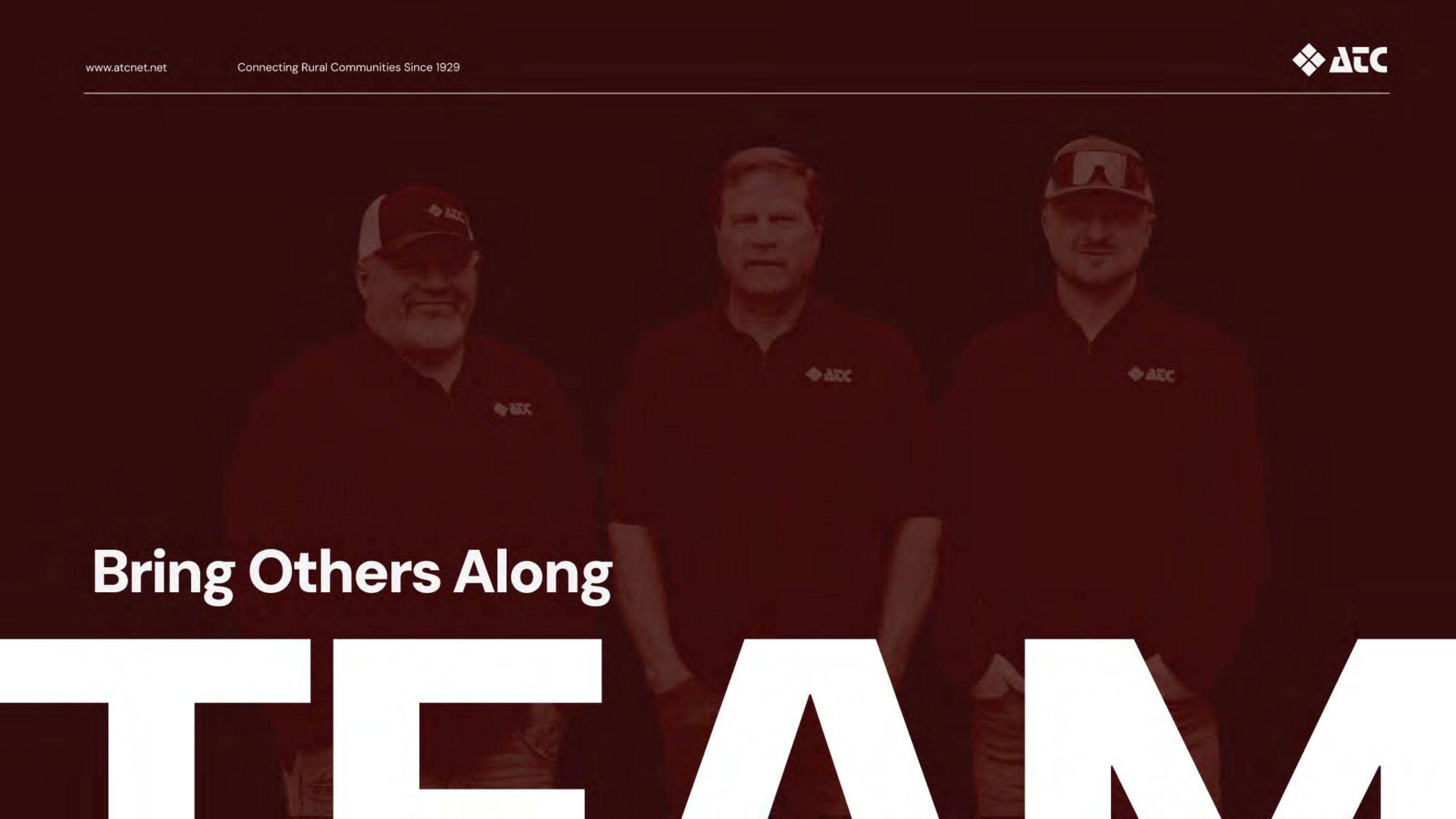
Show me every customer I don't





Identify Who You Can Sell To And Go Talk To Them

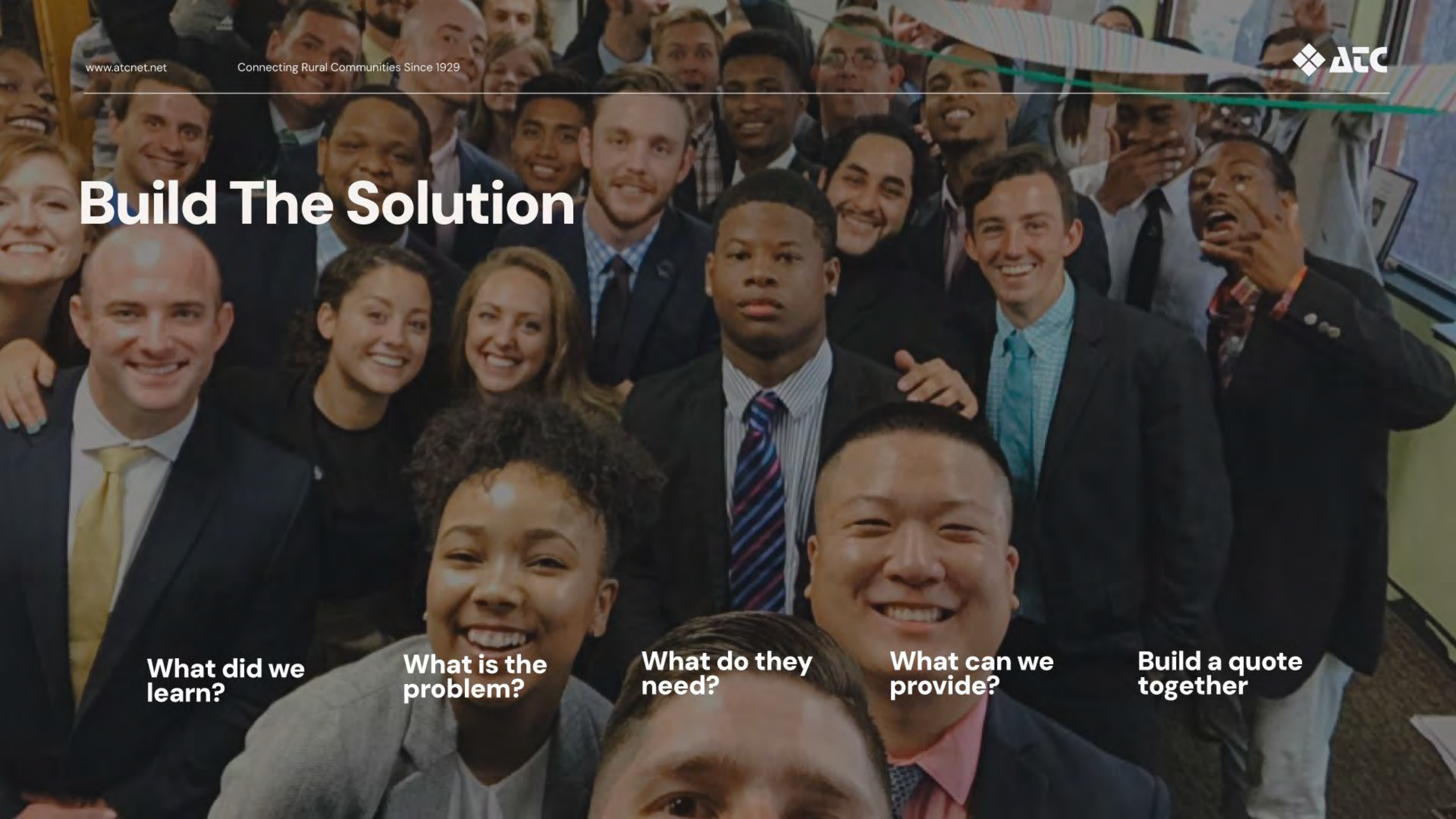




Bring Others Along

TEAM

Build The Solution



What did we learn?

What is the problem?

What do they need?

What can we provide?

Build a quote together



Present The Quote In Person

QUOTE

ASK FOR IT BUSINESS

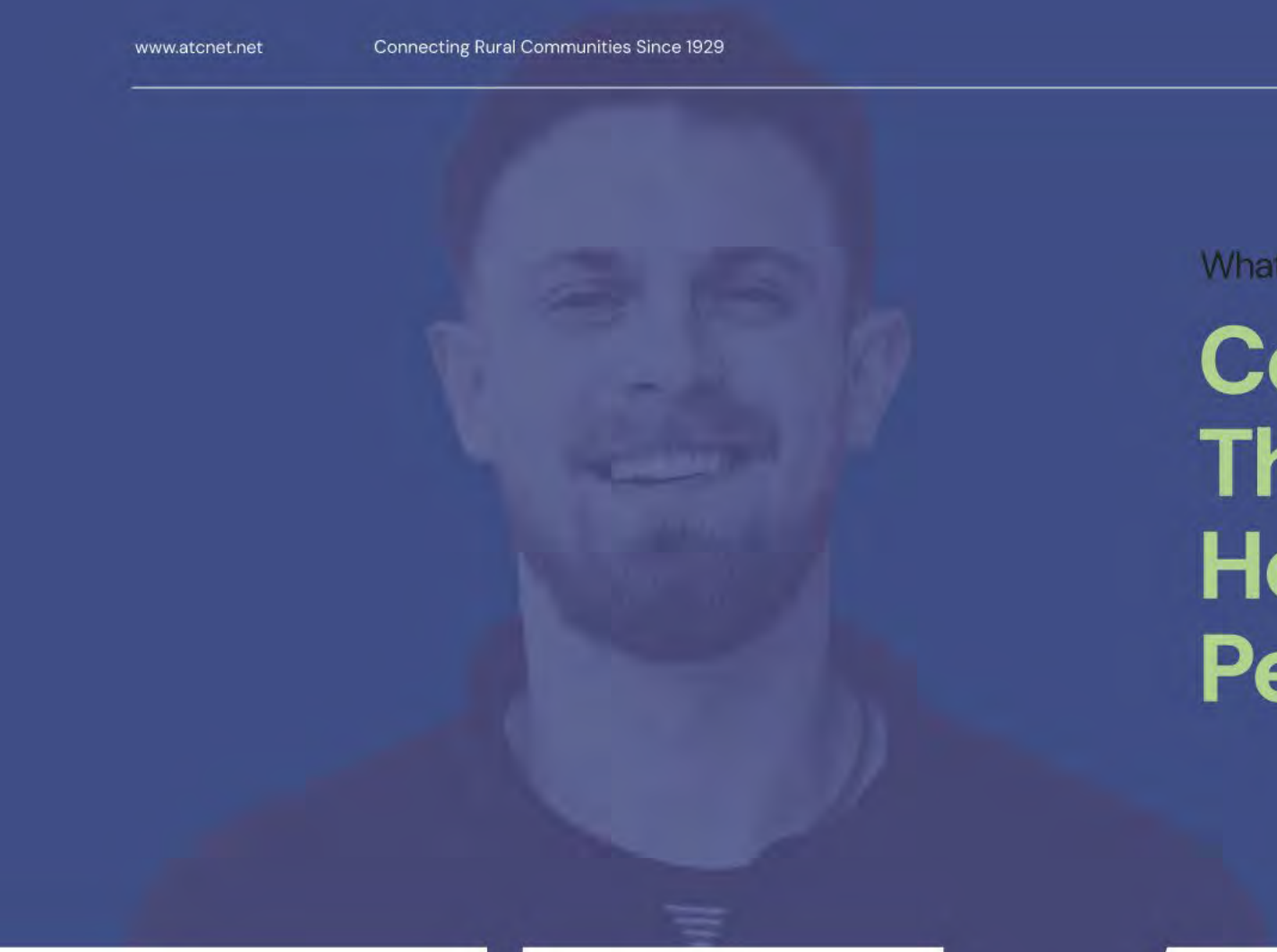
I'm not holding the basketball with 3 seconds left. I'm shooting my shot make or miss.



FOLLOW UP

Persistence doesn't mean annoying. Be professional until you get an answer.

> ***Get some marketing going around the services you offer, send mailers, emailers, run online ads, make phone calls, schedule appointments and go talk to them.***



What makes a good direct seller:

Competitive
Thick Skin
Honest and Integrity
Persistent

TEAM

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What you can do Monday Morning

- Start by figuring out who you can sell to
- Pull a list
- Make a map
- Find 25 businesses
- Find 100 homes on a fiber route
- Find customers who aren't buying everything you can provide
- Go talk to them



THE BEST WAY TO GET CUSTOMERS IS FACE TO FACE

KEEP IT OLD SCHOOL



Kyle Redman

Director of Sales and Business Development
kredman@atccomm.com