

# Telesaver™

## E X C H A N G E

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Editor: Deborah R. Baylin

PROFILE: MARSHALL SAPPERSTEIN  
DIRECTOR, SALES AND MARKETING

Marshall Sapperstein is not the stereotypical, aggressive, fast-talking salesman. His calm demeanor, soft voice, and measured speech belie his outstanding ability to get people to listen - and buy!

In 1979, when Dick Goldman was just beginning his long distance venture with ten close friends, Marshall Sapperstein was the Baltimore account representative for Southern Pacific Communications. That was his first contact with Dick, and the beginning of a mutual liking and respect.

In 1981, when Dick took on his long distance business full-time, he offered Marshall the opportunity to join in the company as sales manager. The offer was well-timed, since SPC wanted Marshall to be district manager in Chicago, and Marshall was not interested in relocating. Working for Telesaver would not only allow him to remain in Baltimore, but would offer a ground floor opportunity for what looked to be an extremely promising future.

Marshall remembers the meeting in November 1981 where he was invited, as a representative from Sprint, to speak to Telesaver sales reps from across the U.S. "Dick had some highfallutin' ideas," Marshall recalls, "but he had consistently delivered on everything he had promised thus far, and I had no reason to believe that he wouldn't continue to do so. I was willing to take a gamble."



In January 1982, Marshall left Sprint and began working at Telesaver in the basement of its Greenspring Valley location. His job was to develop the Baltimore/Washington areas, familiar territory for him, to be sure, since he had been selling in those areas since 1970.

By July, the first switch was installed in Columbia, MD, where Marshall created a sales office and sales force of full and part-time personnel. He was office administrator, switch technician, and sales manager rolled into one, he says. When asked to name his greatest challenge as sales manager, he states without hesitation, "Trying to motivate part-time salespeople and recruiting a full-time, committed sales force with the resources available at the time."

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By anyone's standards, he met the challenge well. His office was consistently the leader in sales and served as a model for other Telesaver offices.

It was during a three-year stint with the U.S. Army that Marshall developed his management skills and style. After graduating from Officer Candidate School as a second lieutenant, he was assigned to Military Intelligence, where he led combat interrogation teams and worked for the General Staff. The Army gave me a chance to grow up," he says, "a chance to learn about people and to see the world."

After returning to civilian life, Marshall spent the next eight years selling pharmaceuticals for Parke, Davis and Company. He was exceedingly successful at selling, and credits his district manager with being a great teacher. By 1978, he had boosted sales for the Washington territory to its highest level ever.

When it became clear that in order to advance with Parke-Davis he was going to have to relocate, Marshall began to explore other possibilities. That's when he came across a classified ad for "a company I had never heard of before - Southern Pacific Communications. That was in 1978, when you had to prove it was legitimate to sell against AT&T. Everyone's first question was 'Is this legal?'"

Marshall was hired as SPC's 60th sales person. (Today there are several hundred.) He recalls that it was slow-going at first: "The first year I was behind the eight-ball. The second year I doubled what I had earned at Parke-Davis. And the third year I bettered my second year." Alternative long distance was catching on!

This past January, Marshall was asked to direct the sales and marketing function from corporate headquarters. He accepted the challenge. He intends to organize Telesaver's sales training program to incorporate a knowledge and understanding of the company, its service and products; the long distance industry; and basic sales techniques. "We want our reps to serve as communications consultants," he says. "We want to increase our customer retention rate by contacting key accounts on a regular basis and by providing customers with ongoing information, e.g., our customer newsletter.

Satisfied customers lead to increased referrals, and that is what we are looking for."

In the same spirit of customer satisfaction, Marshall advocates a coordinated customer service program. He has executive responsibility for the Customer Service Department and has initiated the personalized representative plan, now in operation, in which each Telesaver customer is assigned a customer service rep and knows whom to ask for when he calls with questions. The program is working to everyone's satisfaction.

Marshall brings a great deal to his new position with the company. Having once been an area manager, he understands and is sensitive to the needs of the other area managers. He himself has sold long distance, and knows what it takes to be successful. He knows the industry; understands the competition and how to compete. His job requires a tremendous amount of time and effort, but he has proven in the past that he is up to it, and he has already made an impact. "We've made great strides," Marshall says, "but we have a long way to go!"

Marshall lives in Baltimore with his wife Eileen, and two children, Andy, 16, and Laurie, 6.

#### "HOW TO SPOT WINNING FIRMS"

In a recent article in Communications World, writer Milton Moskowitz says there are several characteristics that identify a company with a strong commitment to honesty and integrity. Companies that practice these ideals...

- \* "have a zeal for product quality.
- \* "stimulate rather than stifle their imaginative employees. (And many of them are loath even to call their people 'employees.')
- \* "give the people who work for them a stake in the business.
- \* "shower their customers with kindness.
- \* "are sensitive to the needs of the communities where they operate.
- \* "recruit, train and advance minorities and women.
- \* "listen to their employees."

I couldn't help but think he was talking about Telesaver!



## ARE ALL LONG-DISTANCE COMPANIES CREATED EQUAL?

Equal access. What is it, and why do the news media refer to it in terms of warfare and battlegrounds? The Philadelphia Inquirer warns, "Brace yourself for a marketing blitz in coming months from dozens of companies offering long-distance telephone services." Newsweek states, "Few consumers are aware of it, but the skirmishing over the nation's long-distance-telephone business is about to erupt into total war." A headline in Baltimore's Evening Sun reads, "Long-distance battles begin." And Adweek tells us that the "Long-Distance Phone Fight Rings Up Ad Budgets."

What equal access means to the nation's phone customers is easy access to the long-distance company of their choice. No longer will they have to punch all those extra digits; they will not have to replace their rotary phones with touch-tone models; and their long-distance connections will be better, too. However, they will have to make a choice, and that explains why the long-distance companies are launching marketing campaigns that, for some, will cost many millions of dollars in advertising.

Even though Telesaver looks upon equal access with as much seriousness as AT&T, MCI and Sprint, we obviously cannot compete on the same level. Nor do we wish to. Rather than introduce a traditional multi-media advertising campaign, we will accent the personal approach, much as we have in the past. We will emphasize one-on-one selling for residential accounts, and we are expanding our professional full-time sales force to provide consultative services to businesses. Literature to explain equal access and to highlight the benefits of Telesaver service is being developed for a mass mailing to all existing customers and, as equal access becomes available in areas where we have a local presence, to prospective customers as well.

The equal access process begins this summer with a few exchanges in Charleston, W. Va., and is scheduled to continue in other markets throughout the U.S. until September 1986. By the time it's all over, an estimated 75 percent of the nation's phone customers will have easy access to the long-distance carrier of their choice. We believe that many of those customers will look beyond the glitter of expensive ad campaigns and realize that all long-distance companies are not created equal. They will recognize they can get more from a company like Telesaver - a company that stresses low rates, high quality, concern for its customers, and enhanced services.

## "FASTEST NEWSTALKER" CONTEST RESULTED IN HIGH VISIBILITY FOR TELESAYER

Four of the "fastest newstalkers" in Baltimore walked away with touch-tone phones and Telesaver T-shirts at the jointly sponsored WCBM-radio/Telesaver Preakness contest. We congratulate Wayne Gracey, Dana Johnson, Jung Chun, and Marty Camelli for completing the specially prepared three-minute newscast in less than one minute. Thirty-three others stepped up to the microphone at Baltimore's Inner Harbor to try their skill. It wasn't easy! But it brought lots of laughter and fun to an otherwise cloudy day, and Telesaver made its mark in the Baltimore community. WCBM's newscasters did prior publicity for the event, and two local television stations included it in their evening broadcasts.



Dana Johnson, one of Baltimore's "Fastest Newstalkers," proudly displays her Telesaver prizes. Telesaver representatives Art Grossman, Karen Millman, and Kimberly Adams look on. (See article above)

### WELCOME!

We are pleased to see many of the same fresh, familiar faces at Telesaver again this summer. Working from now until they return to college in September are: Randi Jaffe, Miriam Walowitz, Mark Lapin, Craig Pollack, Ruth Sinsky, Lynne Freeze, Robyn Geller, and Jay Felsner.

Telesaver also welcomes three new employees to our growing "family:" ANDREW McCASKER, Research and Development, THERESA AKERMAN, Collections, and SHIRLEY DUKE, Office Administrator, California.

## TELCRO SWITCH INSPIRED INTEREST AT USITA SHOW

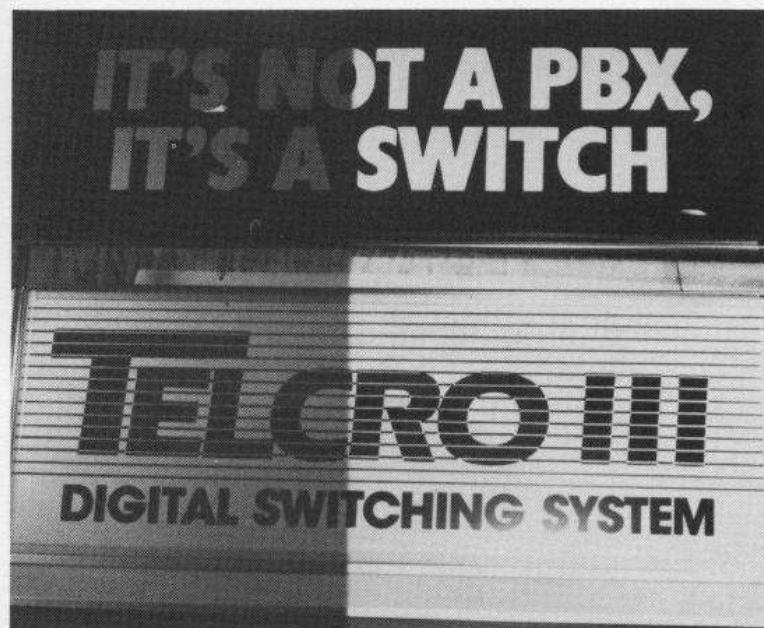
"The TELCRO switch continues to gain exposure with the right people," remarked Joel Maloff, after spending three successful days at the United States Telecommunications Suppliers Association (USITA) Southeastern Showcase in Atlanta, Georgia. From May 15-17, Joel, Sherry Berman, and Dr. Robert Glaser exhibited at the show, which attracted over 12,000 people from a wide cross section of the industry - vendors, interconnect companies, independent telephone companies, and manufacturers. "There was a great deal of interest in the switch," Joel says. "There were a number of people who asked, 'Why haven't we heard about you?' And our answer was, 'You will!'"

We have embarked on a marketing strategy that has already brought results. The initial product announcements resulted in a surprising number of requests for more information, and our participation in ComNet '84, in January, provided us visibility and some excellent leads.

We have the support of a high technology full service firm, Quantum Communications, that offers us marketing, advertising, consulting, and PR services on a project-to-project basis. The Falls Church, Virginia, firm has produced a full-color ad for TELCRO, which appeared in the May issue of Telephony, prior to the USITA show, and will most likely run one more time before July. The graphics for the exhibit were designed to reinforce the ad and, to make an even greater impact, reprints of the ad were distributed at the show. Post-show activities include a mailing of 3500 TELCRO fact sheets to those who expressed interest in our product, and follow-up on those 40 or more firms that left business cards. Joel estimates that at least 20 of the leads have "high potential."

What type of person expressed interest in the TELCRO switch? "What I found," Joel says, "was an enormous interest in long distance resale. Since we're firmly established in the industry, we have the unique ability to offer a complete package - the equipment, service, and our experience. Beyond that, we found a great deal of interest from independent telephone companies and from companies interested in OEM."

"Our planned ability to add equal access will set us apart from other equipment vendors," Joel adds. "Long distance calling is not the major concern for manufacturers of PBXs; it's only a small part of their business. It is a major part of ours."



Joel said that the show also provided an opportunity for him to meet and speak with some key people from companies such as Bell Labs, Southern Bell, and Japan's NTT (the equivalent of our AT&T), all of whom are interested in pursuing more information. And, he says, it was especially good that Dr. Glaser, who is responsible for the new computer software for the switch, could talk to potential buyers about their particular needs.

As a final note, Joel expressed satisfaction with the exhibit. "It conveyed the image we wanted," he says. "And we're all set for the next trade show in October." You will be able to visit the TELCRO booth at the Communications Managers Association (CMA) trade show to be held in Long Island, NY.

### "HOW TO 'PREP' FOR BETTER SALES"

Whether you are selling your ideas, services or products, you can benefit from these four steps toward success in selling:

- \* Plan. Write your objectives, making notes of essential points to cover.
- \* Rehearse. Do this alone, on cassette or in front of colleagues. If colleagues are bored, chances are your client will be too.
- \* Edit your material. Take 15 minutes instead of 25 to present your ideas.
- \* Psych yourself to do the job well.

(Source: Charles Reilly, Jr., cited in Radio News, Phillips Publishing, Inc., 7315 Wisconsin Ave., Bethesda, MD 20814)



SYSTEM III NEARS COMPLETION;  
INSTALLATION TO BEGIN END OF JUNE

The new computer system for the Telcro switch was installed in May on a test switch in our Columbia office. Following is an interview with Dr. Robert Glaser about the "System III" and its advantages:

Editor: What is the System III?

R. Glaser: System III is the new computer and software R&D began developing last summer to replace the TRS-80 computers now in use. It's actually the third version of the software for operation of the TELCRO switch series.

Ed.: How does the System III differ from the computer that now operates the switch?

R.G.: There are few similarities between the two. It was a total rewrite of software, which explains why the project took the length of time it did. We had to first decide what computer to use (a 2-month process) before we could even begin to develop the software.

Ed.: What necessitated this tremendously time-consuming undertaking?

R.G.: There were several reasons why our present system needed revamping. First, the size of the business; second, the number of customers; and third, our desire to enhance our service with additional features.

Ed.: What additional features does the System III allow?

R.G.: The System III is much larger and, therefore, allows greater capacity for programs and options. For instance, we now can provide up to eight-digit accounting codes, whereas before we had room for only five-digit codes. INTEL codes will now be available on our Universal Network to any company that wants to provide this toll-free service. As a matter of fact, the company in Virginia Beach that recently bought our Telcro switch is using this service.

Ed.: How will this affect billing?

R.G.: The System III allows for automated data transfer. With our present system we transfer data on discs, via a courier service, from the area offices to Owings Mills. Upon cutover to the System III, that same data will be automated over telephone lines. Our VAX computer will send new authorization codes and routings, and pick up billings from the previous day via telephone communications. The new data structure marks incoming trunk groups, so the billing department will no longer need to keep track of incoming line rearrangements.

Ed.: How will the System III assist with quality control?



R.G.: The System III's "searcher program" expedites researching statistical records. Our present system records in 15-minute intervals, and lists only area code and exchange. We can identify which line a call went out on, but it takes more time and effort on the part of the technician. With the System III we have all the information in one place and can identify incoming and outgoing lines a lot faster.

Ed.: Are there any other options that the new computer affords us?

R.G.: If we want to, we will be able to block specific telephone numbers or block "local in/local out calls" (those that are not cost effective for the caller). Also, we've discussed the possibility of initiating a travel option on our own Universal Network. Now we will have the capability of doing that.

Ed.: Is the System III more reliable than our present system?

R.G. It's certainly a good deal more sophisticated and offers substantial reliability over the TRS-80. The power failure operation has been greatly improved and works perfectly!

Ed.: When do you anticipate replacing all TRS-80s in the field with System IIIs?

R.G.: We're currently putting the finishing touches on the system prior to our first installation in Columbia, MD, which we intend to cut over in late June. All other installations should be replaced within a couple of months from that point.

Ed.: Are you satisfied with the progress of this project?

R.G.: As usual, everything seems to take longer than expected, but much work is coming together rapidly right now, and we expect a lot to happen very shortly. I'm thankful to have such a great crew. Robbie Trainer and Guy Therien have spent an unbelievable number of hours in order to get this system out, and I'm grateful to them for their efforts. We're all quite dedicated to the success of this project.

## TELESAVER RECEIVES EMPLOYER OF THE YEAR AWARD

Telesaver has been named 1984 Employer of the Year by the Associated Placement and Guidance Service, a constituent agency of the Associated Jewish Charities. Telesaver was selected for this award because of its cooperative relationship with APGS over the past year and a half, and because our company exemplifies the following criteria: "an employer that hires APGS referrals; provides a quality work environment; gives feedback to counselors after an interview; provides informational interviews for clients doing career investigation; and, finally, a company that is compassionate." Lenny Moskowitz, VP, Human Resources, says that our association with agencies such as APGS benefits everyone involved. "We get a good return on our investment of time and interest," he says. "We've gotten some very good people through their referrals."

TELESAVER'S SHAREHOLDERS' MEETING  
IS SCHEDULED FOR THURSDAY, JUNE 28TH  
6 P.M., AT THE BALTIMORE HILTON INN.



Accepting the Employer of the Year Award from APGS President Rex Rehfeld are Lenny Moskowitz, Vice President, Human Resources, and Sharon Sagal, Personnel Specialist.

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# Telesaver™

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