

SALES KIT



TELECOM

MOBILE COMMUNICATIONS

Contact: Marketing Department
Mobile Communications
Southern Region

ELEVEN COMMANDMENTS OF GOOD BUSINESS . . .

A CUSTOMER . . .

is the most important person in any business.

A CUSTOMER . . .

is not dependent on us – we are dependent on him.

A CUSTOMER . . .

is not an interruption of our work – he is the purpose of it.

A CUSTOMER . . .

does us a favour when he calls – we are not doing him a favour by serving him.

A CUSTOMER . . .

is a part of our business – not an outsider.

A CUSTOMER . . .

is not a cold statistic – he is a flesh and blood human being with feelings and emotions like our own.

A CUSTOMER . . .

is not someone to argue with or match wits with.

A CUSTOMER . . .

is a person who brings us his wants – it is our job to fill those wants.

A CUSTOMER . . .

is deserving of the most courteous and attentive treatment we can give him.

A CUSTOMER . . .

is the fellow that makes it possible to pay your salary whether you are a truck driver, plant employee, office employee, salesman or manager.

A CUSTOMER . . .

is the life-blood of this and every other business.

Introduction and Contents

This Kit has been designed specifically to assist sales staff in their negotiations with customers for the sale of Telecom's Mobile Telephone and Pager Range.

While the primary aim of the kit is to aid sales negotiations by sales staff, its contents should enable it to also serve as a valuable sales staff training aid. In addition, staff in other sales and non-sales areas may find the kit an easy-to-read source of general information about Mobile Telephones and Pagers.

The contents of the kit include:

- PRODUCT DESCRIPTION — Network
— Terminal
- SALES SUPPORT
- CONTACTS
- COMPETITION
- TARIFFS

This kit has also been designed to enable you to continue to update in the future when changes to literature occur.

Cellular Mobile Telephone Service

INTRODUCTION:

Telecom introduced the Cellular Mobile Telephone Service (CMTS) into Sydney in February 1987. The system followed shortly after into Melbourne and is now in every capital city and some 30 regional centres.

It is now the intention of Telecom to link up a lot of the regional centres by spending over 2 million dollars on improving and expanding the network.

Telecom tender worldwide for their mobile telephones to ensure:

- Compatibility with the network
- Value for money
- Long term serviceability.

The Cellular Network was introduced to phase out the first Mobile Telephone System (MTS or 007) as this system had limited capacity. It was also far easier to eavesdrop on calls, and had many 'drop offs' and noisy calls.

The MTS (007) system was introduced into Australia in 1982 originally priced at \$5,500. In 5 years there were 20,000 services nationally.

With the introduction of CMTS in 1987 and the lowering of costs there are now over 90,000 people with CMTS Mobile telephones in Australia.

In the next 12 months there will be an average of nearly 200 services connecting to the CMTS network every business day. This will provide large opportunities for a salesperson to assist clients in their business by purchasing a Cellular Mobile telephone.

Target Markets

Business groups across commercial, and industrial sectors with particular focus on service industries, trades, professionals and corporate users. Some of the specifically identified target groups are:

- Media & Advertising representatives
- Insurance Agents and representatives
- Finance brokers
- Audio/Visual Production Companies
- Debt Collectors
- Computer Equipment & Software Brokers/Service/Consultants
- Business Agents & Consultants
- Conference Organisers
- Consultants – building, engineering, marketing, P.R., security, transport, industrial relations
- Conveyancers
- Real Estate Agents
- Display & Exhibition Suppliers
- Export Agents
- Fire Protection Consultants
- Guard & Patrol Services
- Office Equipment Hire Services
- Manufacturer's Agents
- Market Researchers
- Security Consultants
- Shipping Agents
- Building Maintenance Services
- Carpet Cleaners
- Contract Maintenance Cleaners
- Refrigeration & Air Conditioning Maintenance
- Locksmiths
- Car Hire Services – Chauffeur Driven
- Cargo Agents
- Couriers
- Removalists
- Rubbish Removers
- Building Contractors
- Construction/Project Managers
- Electrical Contractors
- Earth Moving Contractors
- Swimming Pool Construction
- Food Wholesalers
- Fuel Merchants
- Hotel, Restaurant & Club Suppliers
- Medical & Pharmaceutical Suppliers
- Motor Accessories Wholesalers
- Sporting Goods Wholesalers
- Caterers
- Emergency Lighting & Power
- Plumbers & Gasfitters
- Printers
- Shop Fitters
- Disabled Support Organisations
- Consulates/Diplomats
- Customs Agents
- Investigators
- Kitchen Renovators
- Painters & Decorators
- TV Repairers
- Windscreen Repairers
- Photographers

MobileNet Description

MobileNet is Australia's cellular mobile telephone network. It is provided and maintained by Telecom Australia. It identifies and locates each individual service, selects the best channel for establishing a call, and provides special facilities such as:

- Automatic Roaming
- Call Diversion
- Call Access Control
- Itemised Billing

The cellular system operates in the 800 MHz band and is based on a series of transmitter sites that transmit and receive within cells that can vary from roughly 12 km in diameter to only 2 km in a densely populated area. Each cell has its own base station.

These base stations are tied into a central computer — Mobile Switching Centre. It is here where the calls are automatically processed, that caller identification is made, and tie-in to the Public Switched Telephone Network (PSTN) is accomplished.

HOW IT ALL WORKS

Your normal business or home phone is connected back to the telephone exchange by 2 wires. This gives you the facility to make and receive telephone calls as well as fax and computer transmission.

The cellular network varies in that it does not have the 2 wires from the telephone exchange but is connected via a radio signal. This works very similar to a transistor radio or your television.

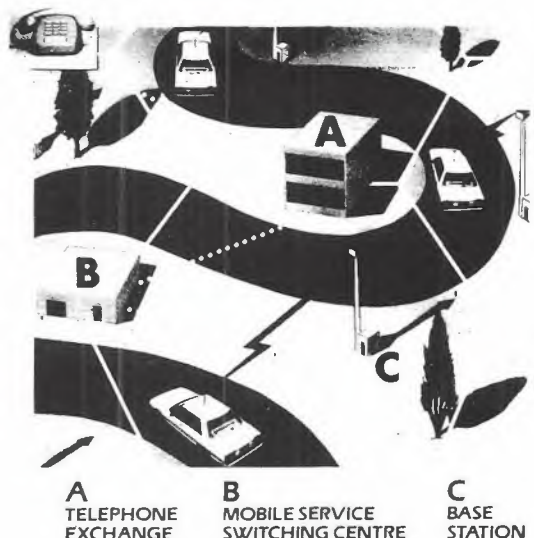
When your cellular mobile phone is turned on, the Mobile Switching Centre keeps continuous track of your location. In this way, it knows when you are about to cross into another cell. And at that precise moment, it allocates your mobile phone to the base station transmitter in that cell.

Let's look at how Telecom MobileNet works in practice.

When you pick up your cellular mobile phone and access a number, you initiate a number of actions. Your call is picked up by the Base Station of the cell you're currently travelling through, and then transmitted to the MobileNet Switching Centre. From there, it is transmitted to the fixed telephone network, or new MobileNet network — depending on the number called.

With Telecom MobileNet, you can call anyone in Australia or overseas, at any hour of the day or night, provided you're in a MobileNet service area.

Similar to your business phone the base station, after it receives your signal, switches you through the normal telephone network. The base station is just a normal telephone exchange with an antenna sending radio signals through the air instead of through telephone wires underground.



MobileNet Facts

- **RADIO TELEPHONE COVERAGE**

MobileNet is designed to give high quality operation in at least 90% of places 90% of the time; it is not possible to guarantee good quality speech in all locations within the designated service areas. The boundaries are not rigid. There will be some places outside service areas, especially on high ground, where service may be obtained; while within the service areas there will be places where reception is impossible because of screening (e.g. from high buildings or in basement car parks), and fading will occur on the fringes of service areas.

Handheld mobile telephone coverage will be similar to, but in some cases poorer than, the coverage of a full size unit. In particular, street level coverage will generally be comparable to normal units, however complete coverage cannot be expected inside buildings. If you are in a building (especially in the Central Business District) reasonable coverage can be gained within approximately 10 metres of external windows. Poor or no coverage will be obtained deep within a building or in a basement or tunnel.

- **ANTENNA LOCATION (Vehicle Mounted)**

The position of the antenna on your vehicle is critical to good MobileNet reception. Having the antenna in the middle of the roof will always give the best reception, and hence the widest coverage with the least fading and "dead spots". If the antenna is at or near one edge of the roof, reception will be directional, i.e. better in some directions than others. A glass mounted antenna will give lower reception quality (and reception over a smaller area) than a roof mounted unit. An antenna on the front guard or the rear boot area will give the poorest reception and the least performance

For the above reasons, Telecom recommends that your Cellular antenna be mounted centrally on the roof of your vehicle.

- **POWER LEVELS**

The Cellular network works on a maximum of 3 watts of power. The size of a battery on a mobile phone is very important, as it is capable of sending the maximum power (3 watts) and it will drain its battery quicker.

Car mounted phones all transmit 3 watts of power back to the base station (they work off the car battery and it has a large power supply). However, some transportables are not capable of transmitting 3 watts as their battery life would be considerably shorter. All handheld phones transmit at a much lower 0.6 watts, as they are very much smaller.

The less power a mobile phone outputs the shorter the distance from the Tower that it will operate.

- **COST PER TOWER**

Due to the fact that range of the cellular signal is "line of sight", the placement of the Tower is very important. If it can possibly be placed on a tall building or a hill, it will be. The average cost to set up a base station is approximately \$800,000.

In areas that are flat, e.g. Adelaide and Perth, the signal is of a good quality nature almost everywhere, but in an undulating area like Sydney more care is taken to position Towers.

- **NETWORK CHARGING**

In Australia, whomever makes a mobile call is billed, so if a person calls your mobile they will pay the cost and vice-versa. Charging of a call does not commence until the called party answers.

Due to the restriction of frequencies available in any one area all incoming and outgoing calls are charged on a time basis in an effort to keep the duration of calls to a minimum. This allows all users to have fair access to the network.

- **CALL DIVERSION**

When a call is diverted the party making the call is charged at the mobile telephone rate, while the mobile is charged for the cost of the call between its normal service area and the destination of the diverted call, at normal telephone rates.

- **PRIVACY ON CALLS**

As with any radio communications system, MobileNet is susceptible to eavesdropping on private conversations by the use of commonly available scanning equipment.

- **OVERSEAS PURCHASE OF CELLULAR MOBILE PHONES**

One point worth noting: The only cellular mobile phones eligible for connection to the Telecom MobileNet service are those carrying a Telecom authorisation. These telephones are only available from Telecom-endorsed suppliers and from Telecom Australia. **Units purchased overseas will not be connected to MobileNet.**

Another point worth noting! The use of cellular mobile phones is **not permitted on aircraft** because of interference to aircraft communications and radio navigation aids.

- **SAFETY INFORMATION**

The use of a mobile telephone handset or handsfree whilst driving a vehicle is currently a breach of traffic regulations within Victoria. This law does vary from state to state.

How Telecom MobileNet Features Can Benefit You

FEATURE

BENEFIT

Roaming Allows you to travel from one service area to another and still make and receive calls

Call Diversion Allows you to divert incoming calls to another nominated phone in Australia when you're engaged on a call, or your phone is unattended.
IMPORTANT CALLS ARE NOT MISSED.

Automatic Access Whilst in a service area you can dial anyone anywhere around the world or have anyone dial you.
NO OPERATOR IS REQUIRED.

Both-ways conversational communication Allows both-way conversation naturally, not stop/start as in two-way radio.

Call Charge Recording Allows you to monitor expenditure exactly, via a print-out of an itemised account.

Recorded Voice Announcements Advises you whether a call has been diverted, connected, etc.

Call Access Barring: Allows you to control the types of calls accessible by your cellular mobile phone. This will allow you to control call costs, especially where more than one person uses the phone, or where mobiles are used in a fleet situation.

- Unrestricted access
- ISD barred
- STD barred
- Incoming calls only

STD Tone Suppression Allows you to make calls which appear to the recipient to be no different from local calls.

New features — coming soon

Call Waiting Tone Indicates that another caller is waiting to speak to you. Allows you to answer more calls.

Enquiry/Conference Call Allows you to alternate between parties, or to have a three-way conversation. You can finalise details and arrive at decisions faster.

Malicious Call Tracing Allows the tracing of nuisance or malicious calls by an operator on request.

Cellular Mobile Telephone Service Charges as at 1 February 1989

- NETWORK ACCESS – PER MONTH \$50

- CALL CHARGES:
 Calls to and from your Mobile Telephone are charged to the person making the call at a minimum of the STD rate which corresponds to calls between 165 and 745 km (currently 39 cents per minute). STD and IDD calls above the minimum rate are charged at the normal STD and ISD rates. Off-peak discounts apply in the same manner as for STD calls. All call charging is in units of 21 cents, as for your normal phone.

 Calls to and from a Mobile Telephone are charged to the person making the call as such:

DAY RATE (8am-6pm Mon-Sat)	
0 – 745km	38.8C per min
Over 745km	57.3C per min
NIGHT RATE (6pm-10pm Mon-Sat)	
0 – 745km	25.7C per min
Over 745km	38.2C per min
ECONOMY RATE (10pm-8am Daily, 6pm-10pm Sat, 8am-10pm Sun)	
0 – 745km	15.4C per min
Over 745km	22.9C per min

- CALL CHARGES FOR DIVERTED CALLS:
 When calls to a mobile are diverted to another number, the party making the call is charged on the same basis as above, (ie 39 cents a minute minimum). In addition, the mobile customer is charged for the cost of the call between his normal service area and the destination of the diverted call, at normal telephone rates.

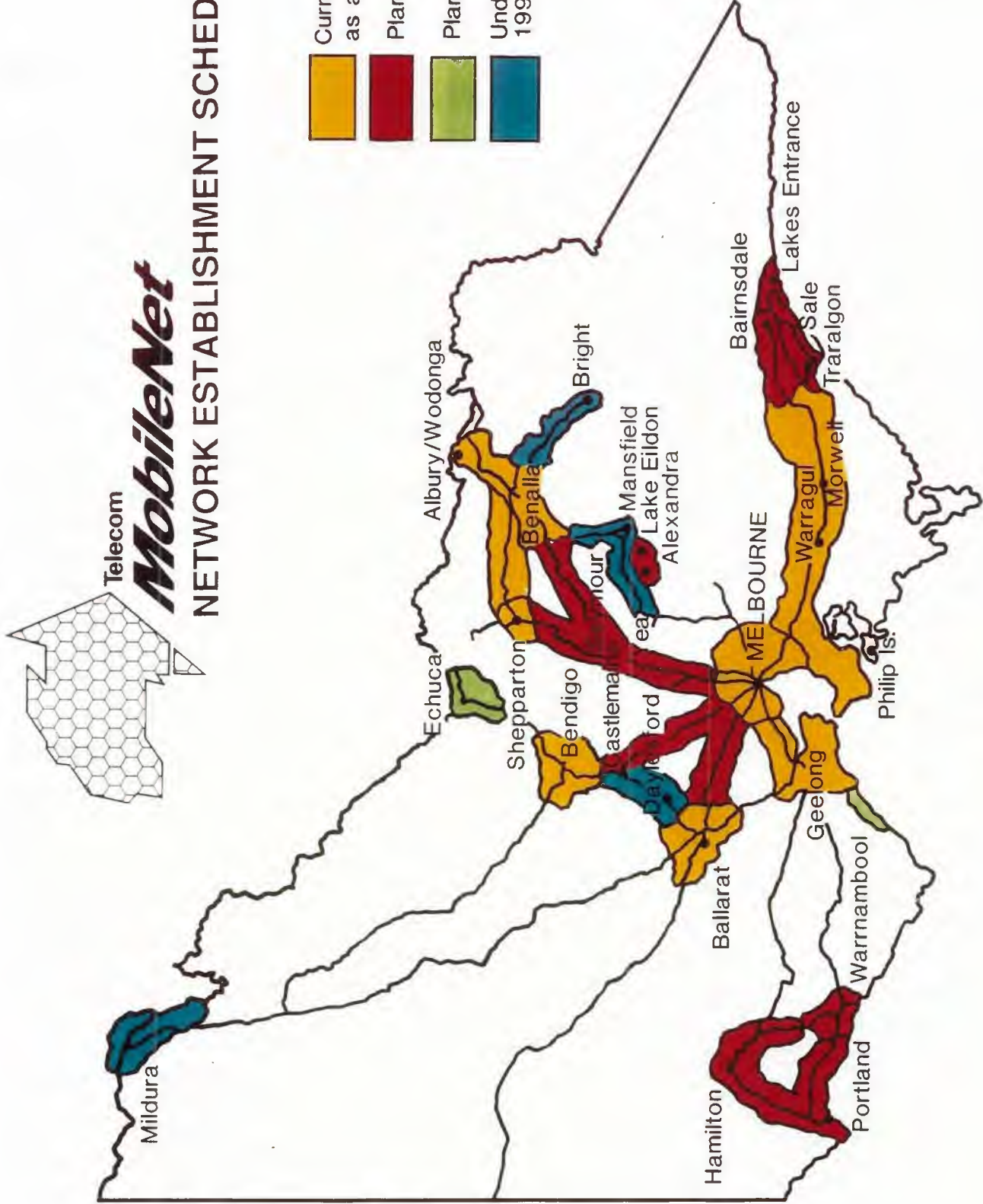
- COMMISSIONING CHARGES (FOR MOBILES NOT SUPPLIED BY TELECOM):

Network commissioning charge per unit	\$50
Inplace service:	
• where no technical work at the exchange is involved	\$25
• where technical work is involved	\$50
Reconnection of service after non-payment of bill	\$30
Temporary disconnection of service at customer's request: disconnection	\$20
reconnection	\$20
Changes involving work at exchange (eg. change of phone number, change of access category, but excluding optional Call Charge Record and ESN changes, which are free)	\$50

Telecom

MobileNet

NETWORK ESTABLISHMENT SCHEDULE



Proposed MOBILENET coverage areas

MOBILENET AROUND AUSTRALIA



MobileNet Service Areas

- | | | | |
|-----------------------|-----------------------|-------------------------------------|-------------------|
| 1 Adelaide | 15 Darwin | 29 Melbourne | 42 Rockhampton |
| 2 Albury/Wodonga | 16 Dalby | 30 Mornington Peninsula | 43 Sale |
| 3 Atherton Tablelands | 17 Geelong | 31 Morwell | 44 Shepparton |
| 4 Bairnsdale | 18 Gladstone | 32 Murray Bridge | 45 Sunshine Coast |
| 5 Ballarat | 19 Gold Coast | 33 Murwillumbah | 46 Sydney |
| 6 Barossa Valley | 20 Goulburn/Mittagong | 34 Mt Gambier | 47 Toowoomba |
| 7 Bendigo | 21 Grafton | 35 Newcastle | 48 Townsville |
| 8 Brisbane | 22 Hamilton | 36 Nowra | 49 Victor Harbour |
| 9 Bundaberg | 23 Hobart | 37 Orange/Bathurst/Lithgow | 50 Wagga |
| 10 Burnie/Devonport | 24 Lakes Entrance | 38 Perth | 51 Wangaratta |
| 11 Cairns | 25 Launceston | 39 Portland | 52 Warrnambool |
| 12 Canberra | 26 Lismore | 40 Port Macquarie/
Kempsey/Taree | 53 Warragul |
| 13 Central Coast | 27 Mackay | 41 Port Pirie | 54 Whyalla |
| 14 Coffs Harbour | 28 Maryborough | | 55 Wollongong |

Mobilenet Coverage

AT JUNE 1989

PLANNED 1989/90

VIC

Albury/Wodonga
Ballarat
Bendigo
Geelong
Melbourne
Mornington Peninsula
Morwell
Sale
Shepparton
Wangaratta

Bairnsdale
Hamilton
Hume Highway
Lakes Entrance
Portland
Warrnambool

NSW

Albury/Wodonga
Canberra
Central Coast
Goulburn/Mittagong
Newcastle
Sydney
Wollongong

Coffs Harbour
Grafton
Lismore
Murwillumbah
Nowra
Orange/Bathurst/Lithgow
Port Macquarie/Kempsey/Taree
Wagga

QLD

Brisbane
Cairns
Gladstone
Gold Coast
Mackay/Whitsundays
Rockhampton
Sunshine Coast
Toowoomba
Townsville

Atherton Tablelands
Bundaberg
Dalby
Maryborough/Pialba

SA

Adelaide
Barossa Valley
Murray Bridge
Port Pirie
Victor Harbour
Whyalla
Darwin (NT)

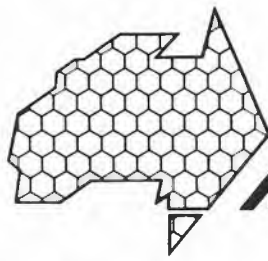
Mt Gambier

WA

Perth

TAS

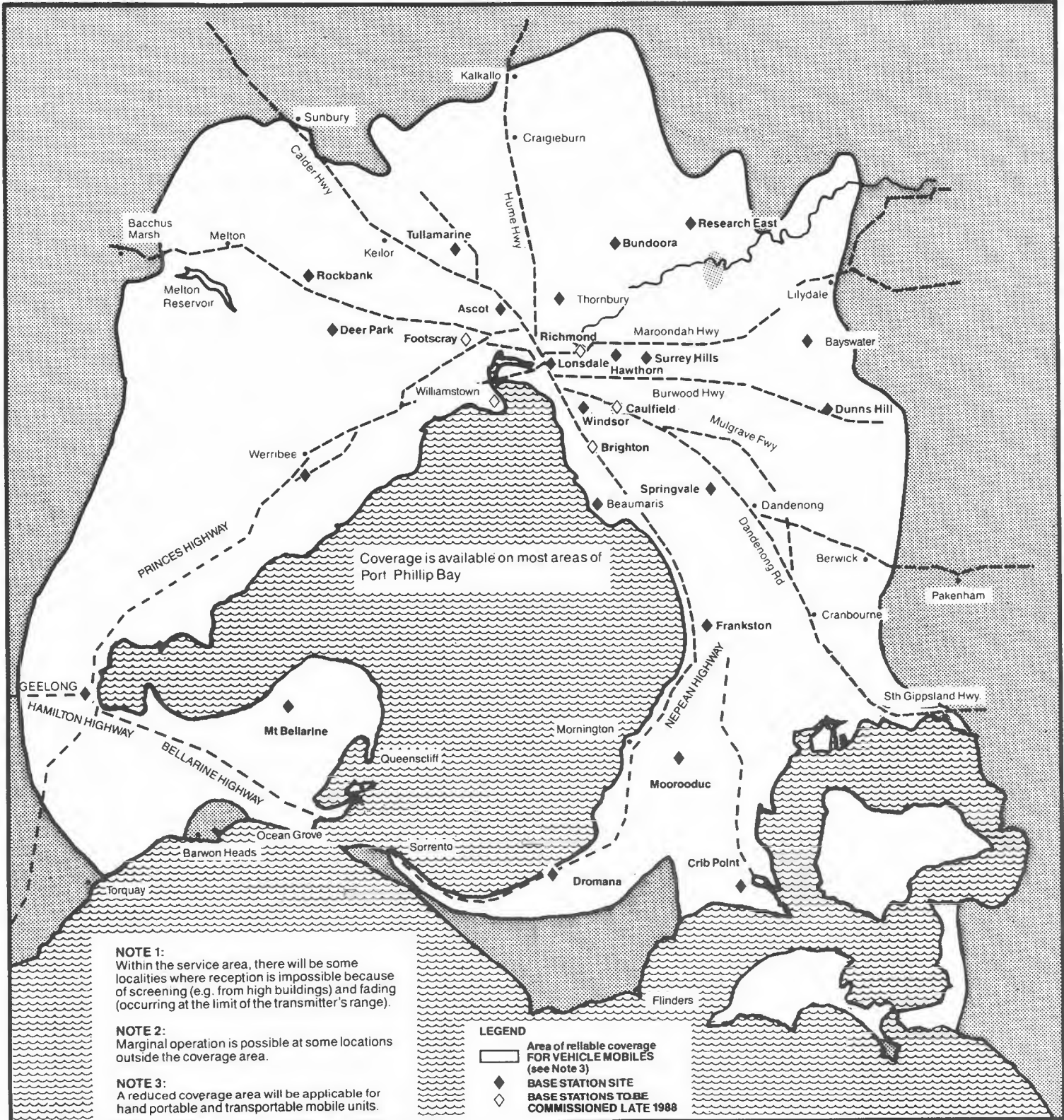
Burnie/Devonport
Hobart
Launceston



Telecom
MobileNet

MELBOURNE GEELONG & MORNINGTON PENINSULA — COVERAGE MAP

October 1988

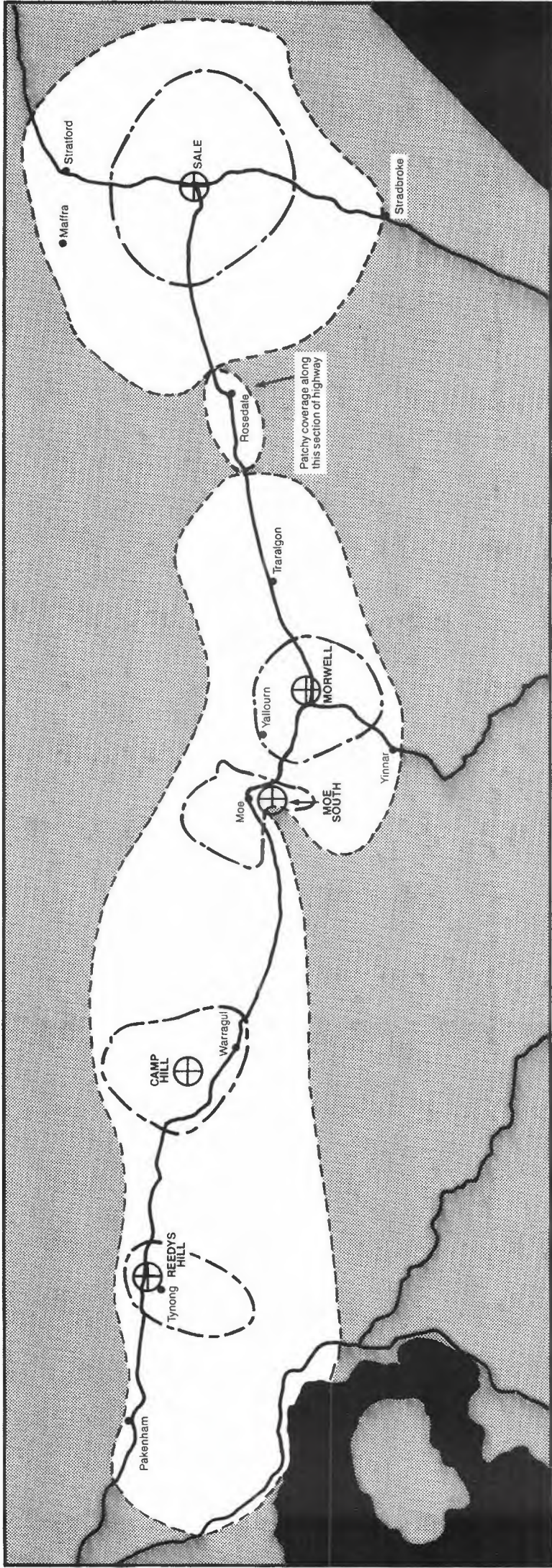


Telecom

MobileNet

GIPPSLAND – INTERIM COVERAGE MAP

SEPTEMBER 1988



NOTE 1:

Within the service area, there will be some localities where reception is impossible because of screening and fading (occurring at the limit of the transmitter's range).

NOTE 2:

Morwell and Sale due mid October.
Moe South due late October.
Camp Hill and Reedy's Hill due mid November.

LEGEND

- ⊕ TRANSMITTER
- VEHICLES AREA
- HANDHELD AREA

NOTE 3:

MobileNet in Gippsland is patented on a different control centre to Melbourne. Although coverage is continuous through Yinnar, established calls passing the Reedy's Hill transmitter may drop off, and will need to be re-established.



Telecom Australia

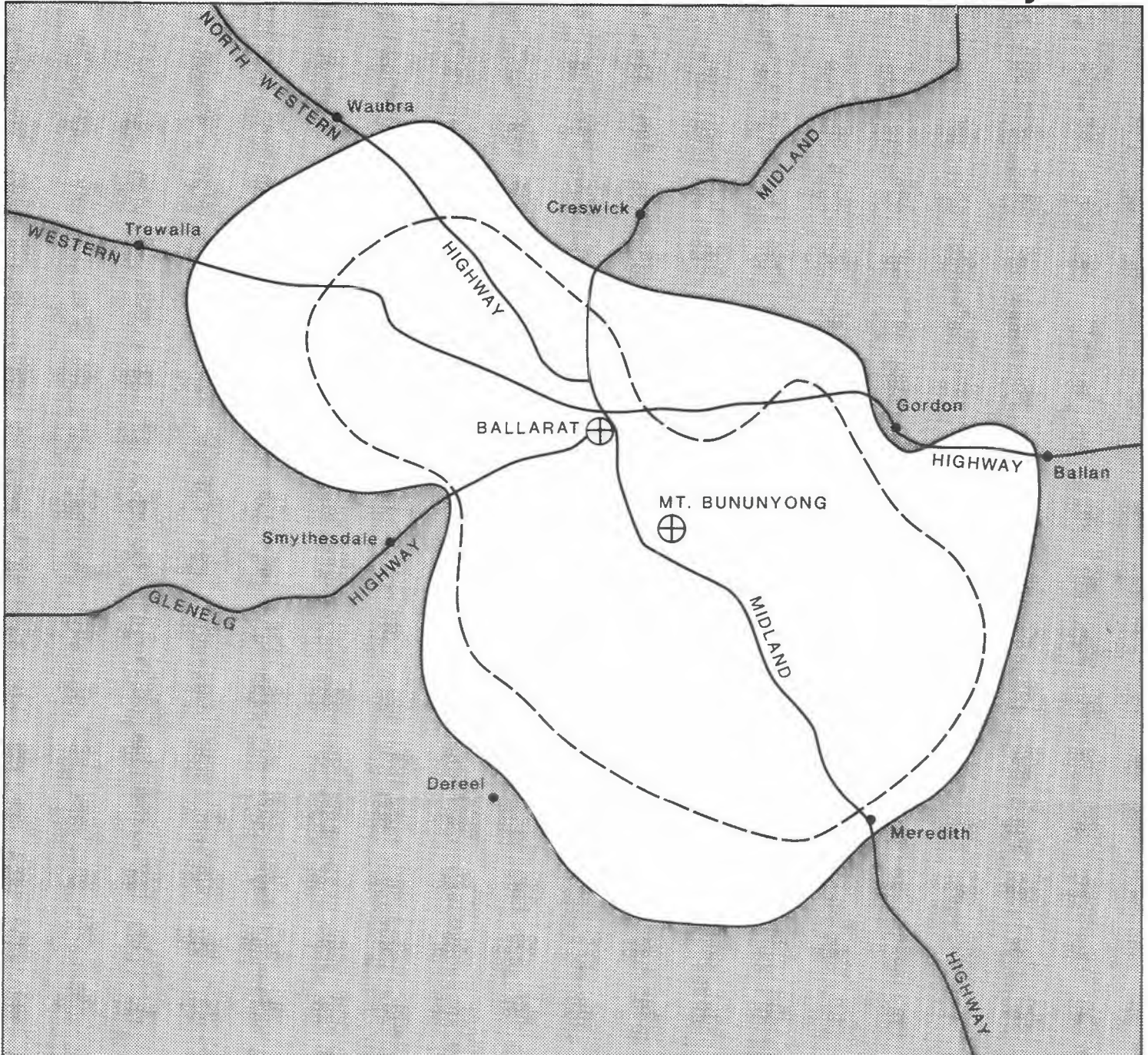


Telecom

MobileNet

BALLARAT - INTERIM COVERAGE MAP

May 1989



NOTE 1:

Within the service area, there will be some localities where reception is impossible because of screening and fading (occurring at the limit of the transmitter's range).

NOTE 2:

Marginal operation is possible at some locations outside the coverage area.

NOTE 3:

This map has been produced using computer survey techniques. The final coverage map will be available mid 1989 following commissioning surveys.

LEGEND

TRANSMITTER 

VEHICLES AREA 

HANDHELD AREA 



Telecom Australia

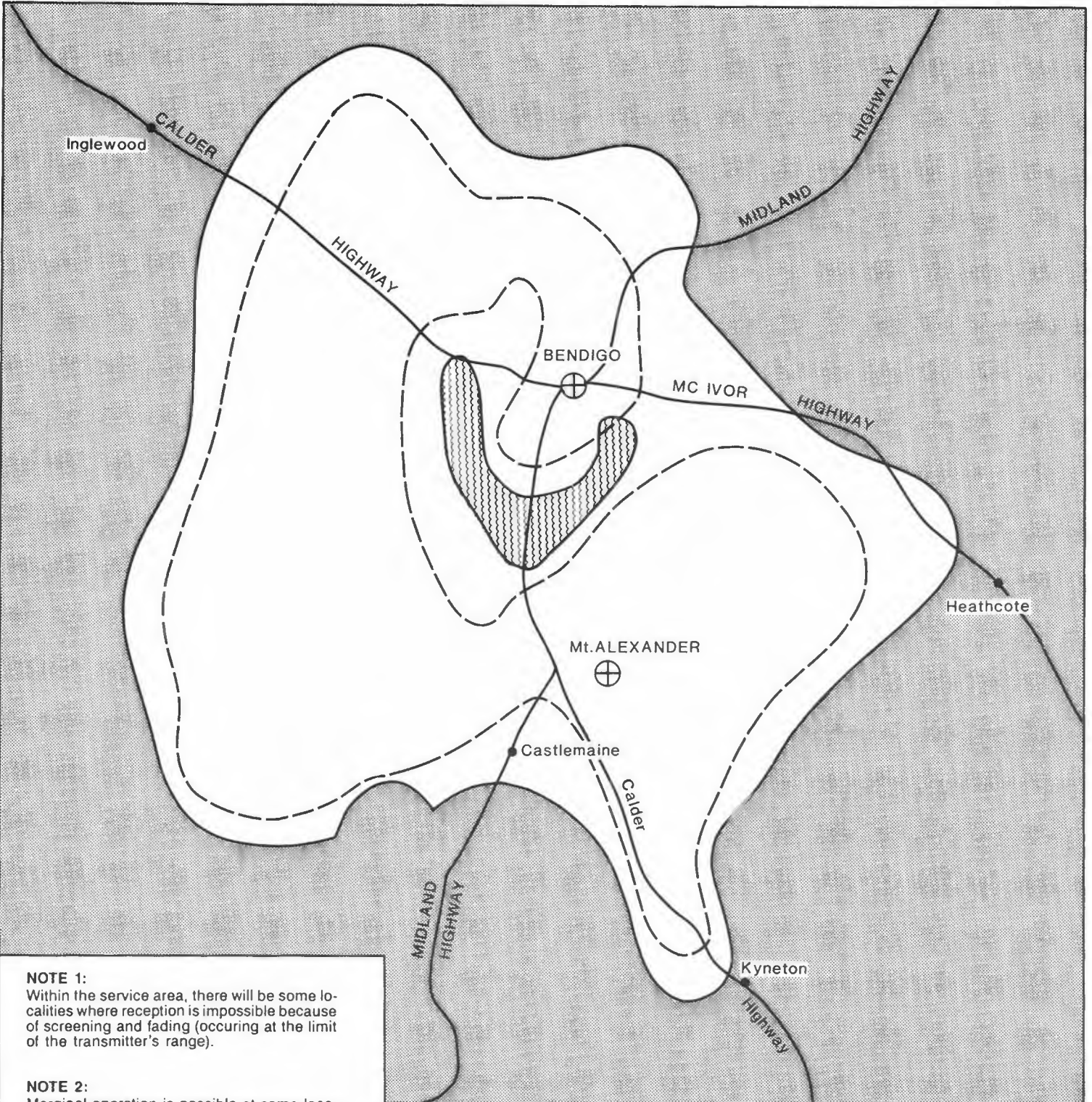


Telecom

MobileNet

BENDIGO — INTERIM COVERAGE MAP

MAY 1989



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NOTE 2:

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LEGEND

TRANSMITTER



HANDHELD AREA

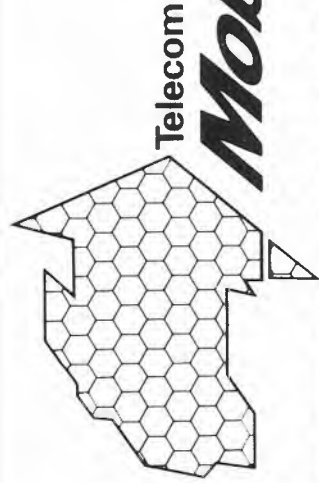


VEHICLES AREA



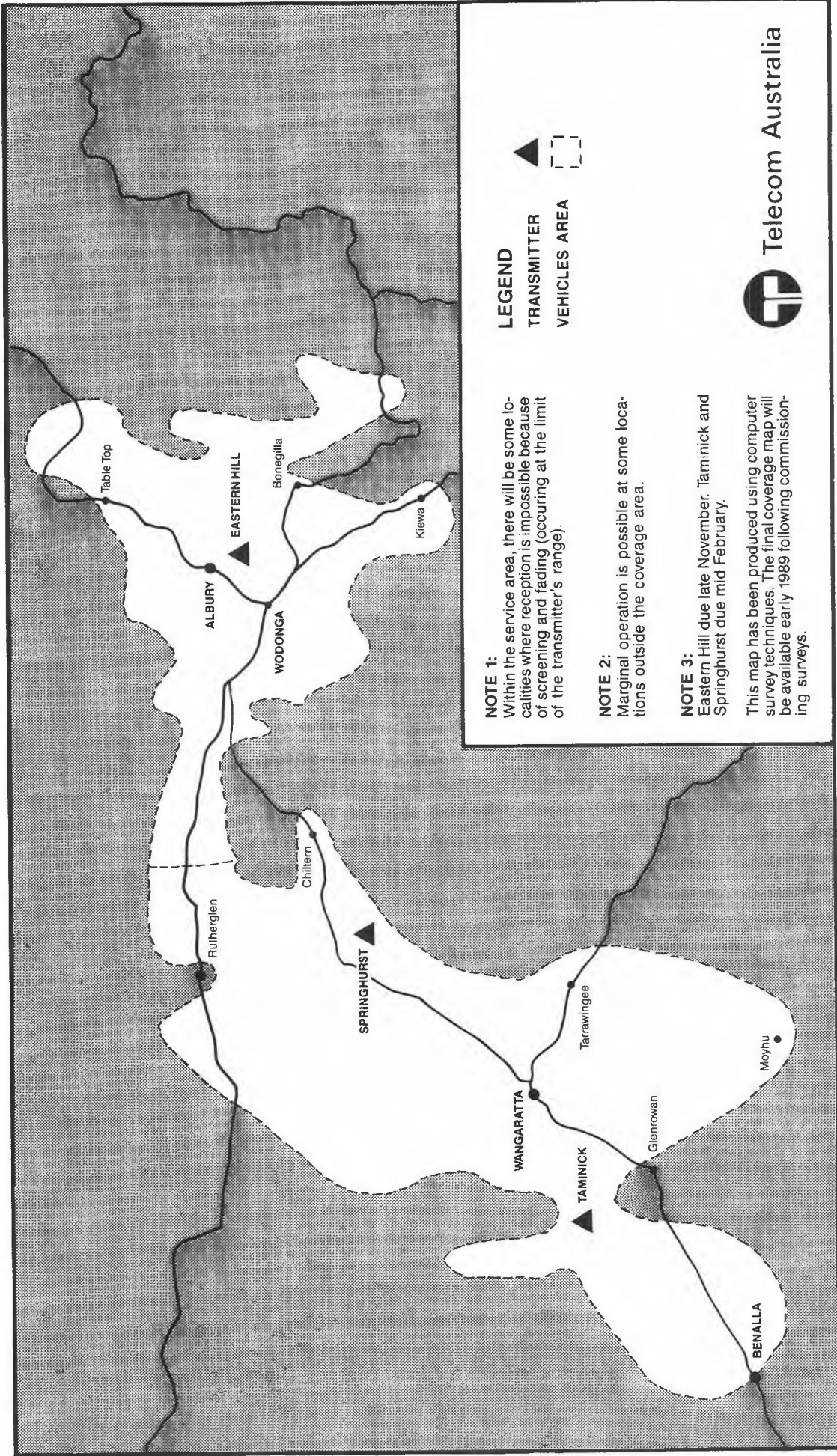
PATCHY COVERAGE





NORTHERN HUME HIGHWAY — INTERIM COVERAGE MAP

NOVEMBER 1988



NOTE 1:

Within the service area, there will be some localities where reception is impossible because of screening and fading (occurring at the limit of the transmitter's range).

NOTE 2:

Marginal operation is possible at some locations outside the coverage area.

NOTE 3:

Eastern Hill due late November. Taminick and Springhurst due mid February.

LEGEND



TRANSMITTER



VEHICLES AREA



Telecom Australia

Telecom Cellular Phones

Telecom supplies a range of mobile telephones offering a variety of features and options. 3 types of units are available within Australia.

- (i) **Handheld**

Launched as the Walkabout range, a new MkII Walkabout is now offered by Telecom. Currently it is the lightest and smallest unit on the market and can fit comfortably into a small bag or pocket. All handheld units transmit at 0.6 watts and hence do not have the range of vehicle-mounted car phones.

- (ii) **Transportable/Combination**

Is a versatile unit that may function as an in-vehicle mounted or stand-alone transportable phone.

Most transportables can be fitted into a vehicle as a car phone and be unclipped to be transportable. In this form they are called a combination.

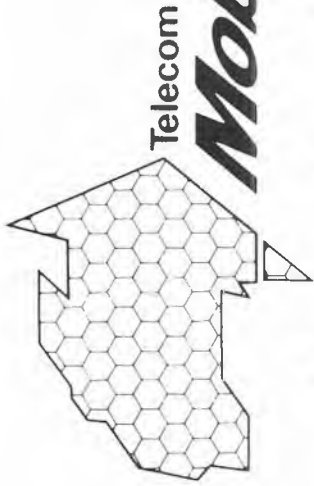
- (iii) **Vehicle Mounted**

Telecom now have a new vehicle-mounted unit on the market, known as the Traveller D. This comes complete with a handsfree attachment.

All vehicle-mounted phones are installed in a car and work off a 12 volt car battery. They have an external aerial fitted and most come complete with an optional handsfree attachment. All units transmit at the maximum power output of 3 watts. The transmitter may be mounted under the seat or in the boot.

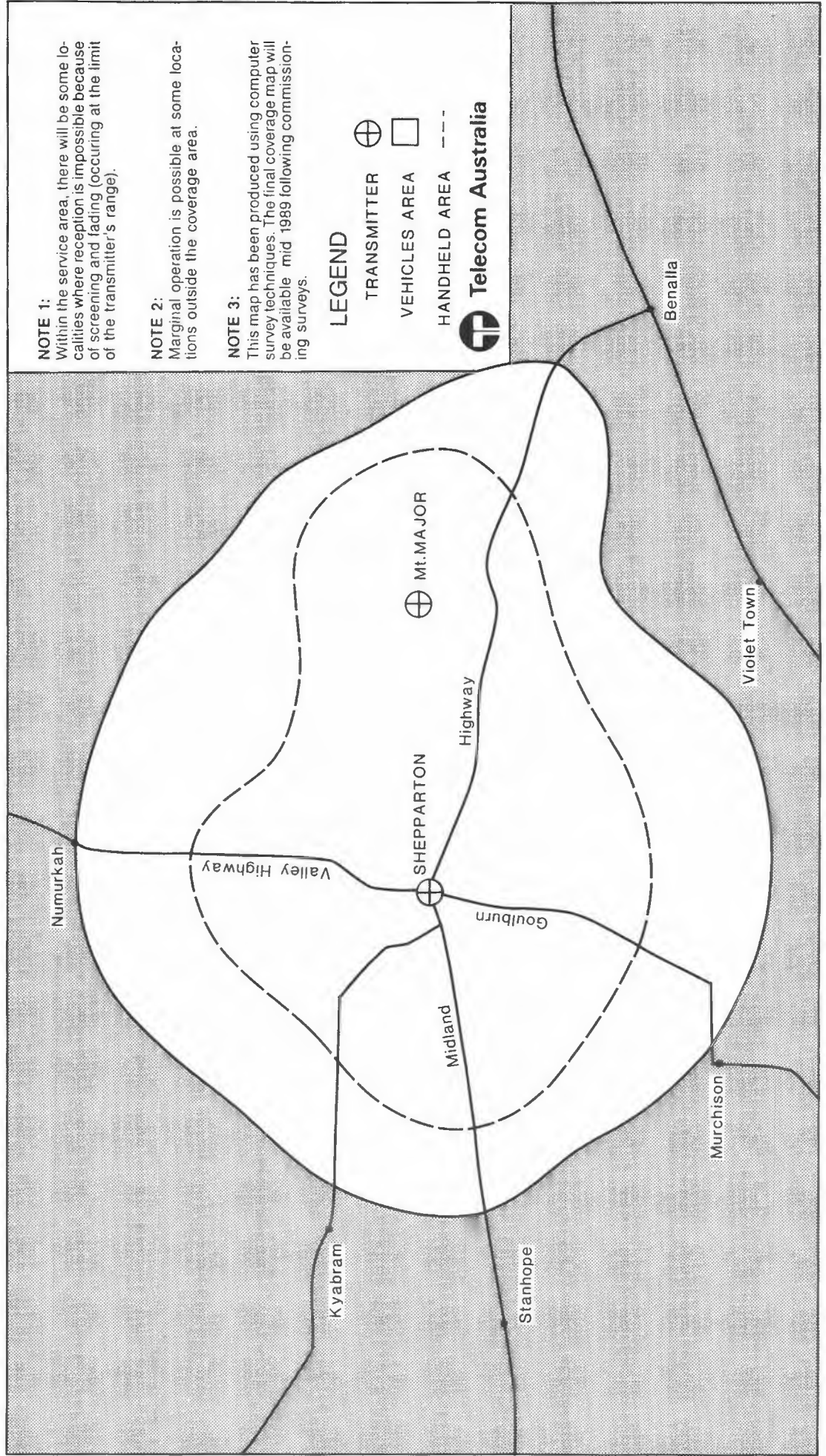
Never before has there been such an exciting range of cellular phones for our customers to choose from. Help our customers choose the cellular mobile phone that's right for their business needs.

For more detailed product description of mobile telephones refer to the individual user guides available from all Mobile Service Centres. If any further information is required, contact the product manager.



SHEPPARTON/MIDLAND HWY - INTERIM COVERAGE MAP

MAY 1989



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LEGEND

⊕ TRANSMITTER

□ VEHICLES AREA

--- HANDHELD AREA



Why Buy Telecom

- **Critically Selected and Tested Terminals**
Telecom pick from worldwide tenders allowing best value for money backed by a 3-year warranty.
- **Offer National Support and Service**
Telecom mobile service centres are strategically placed all around Australia.
- **Providers of Network and Terminals**
Telecom expertise and knowledge of both, the ultimate in experience.
- **Complete Package**
Telecom provide a complete consultation, installation and service package.
- **Specialist Installation and Maintenance**
Fast installation and support of mobile services.
- **Telecom Stability and Reliability**
Telecom will be here tomorrow unlike competitors who may vanish due to competition. Also, being government we have an obligation to the public to provide the true picture.
- **Complete Product Range**
Telecom is a technology leader, providing the ultimate selection for the customer's choice.
- **Competitive Pricing**
- **Telecom is the largest retail cellular equipment supplier in Australia.**

MOBILE COMMUNICATION SERVICES - SOUTHERN REGIONAS AT 1 JUNE 1989

MODEL	ONE UNIT INC. TAX	2-5 UNITS INC. TAX	SALES TAX	MONTHLY RENTAL
	\$	\$	\$	\$
<u>TRAVELLER</u>				
IN VEHICLE INC. H/FREE	2100	1900	310	100
TRANSPORTABLE	2790	2590	438	135
COMBINATION	3300	3200	527	155
<u>TRAVELLER D</u>				
IN VEHICLE	1880	1830	180	85
TRANSPORTABLE	2500	2450	280	125
COMBINATION	3080	3000	310	145
<u>ATTACHE 14</u>				
TRANSPORTABLE INC. SLOW CHARGER	2800	2700	376	175
TRANSPORTABLE INC. FAST CHARGER	3000	2900	401	185
COMBINATION WITH H/FREE INC. SLOW CHARGER	3200	3100	430	195
COMBINATION WITH H/FREE INC. FAST CHARGER	3300	3200	448	205
<u>WALKABOUT</u>				
HANDHELD INC. SPARE BATTERY & CIG ATTACH.	4390	4190	329	223

Above prices include installation \$180.00

* For sales of more than 5 units refer to Sales Manager.

For the following special vehicles an additional installation charge of \$120 is applicable:

Jaguar, Rolls Royce, Bentley, Ferrari,
Lamborghini, Jensen, Porsche, Saab,
Maserati, All Trucks.

For installation in boats, helicopters etc. prices are available on application.

* Preferred Supplier price is the 2-5 unit price.

Installation and Maintenance

Telecom installation centres are the best equipped centres in Australia. They have very highly experienced staff who can install most mobiles within 2 hours.

Telecom only use the best fittings, e.g. aerials, call alerts, and have the most advanced testing equipment to ensure customer equipment is completely tested and working to full capacity prior to despatch.

Maintenance is very fast, usually completed within 30 minutes. Should a fault on a phone not be able to be rectified, Telecom will change over the phone, hence ensuring the customer has service at all times.



Telecom Aerials

- Glass Mounted:** No holes need to be drilled. It will work through the glass on a car.
- Roof Mounted:** For people who use their mobiles on the outer limits of a service area.
- Magnetic Aerial:** An external aerial with a magnetic base that will allow a transportable phone to pick up a better signal or for moving transportables from car to car.

Competitive Analysis

Private Manufacturers

- Voxson International Pty Ltd (Voxson)
- MHG Plastic Industries (Audiovox)
- Intatel (Novatel)
- Mitsubishi Electric (Mitsubishi)
- Celltech (Mobiletronics)
- NEC Australia Pty Ltd (NEC)
- Mobile Communications Systems (General Electric)
- Philips Communications Systems (Philips)
- Santronics Corp Pty. Ltd. (Uniden)
- Motorola Communications (Motorola)
- I.P.L. (Oki)
- Hatardi Electronics (Samsung)
- Fujitsu (Telecom)

Retailers

- TNT Communications
- Nomad Communications
- United Auto Sounds
- Strathfield Car Radios
- Instapage
- Wintertons
- Lane Communications Systems
- Jefferson Ford
- Autophone
- Melford Motors
- Car Shield Communications
- Daryl Collins Communications
- Quinterquartz
- Brashs
- The Carphone Co.
- Rapid Fit
- Motor Phone Australia
- Austas Data Page
- Car Shine
- Bayside Communications
- Unlimited Communications
- Dallas Delta
- Communication Concept
- Telephone Supply Company

Potential Market Entrants

Whilst regulatory controls restrict endorsed suppliers status to manufacturers achieving 35% local content, dealers are proliferating. New entrants into the dealers market are likely to be from a number of areas.

- The Automotive Industry – similar to Ford Australia selling a re-badged Novatel unit (Air International)
- Computer Equipment Dealers – moving into the portable office concept
- Car Accessory Shops – more of the same (eg. Strathfield Car Radio, United Auto Sound, etc)
- Communications Consultant
- Office Equipment Suppliers
- Department Stores – the likes of Myer and Grace Bros are keen to try this market. Close watch should be kept on these retailers as they will provide an indication of market trends in the mass consumer market.

Competition

The retailing market is where the competition is fiercest, with numerous dealers selling product ranges with little differentiation. Some of the characteristics of these retail outlets include:

- Carry two or three brands
- Offer a complete range of units
- Are prepared to negotiate on price
- Offer discount installations
- Are mostly regional (rather than national)
- Offer other services (eg Car Stereo, Alarms, Air Conditioning, Paging)
- Advertising is conducted jointly with manufacturers
- Advertising is extremely “retail” in approach
- Professionalism of sales people varies widely
- Lack of interest in educating the market
- Often make unsubstantiated or misleading claims
- Price is regarded as the most important influencing factor in a sale
- Some dealers have been targeting specific sectors and using direct marketing techniques
- Products are rarely being tailored to a customers needs
- Few dealers are positioning themselves as Problem Solvers
- Offers of free gifts as special incentives are being used by some dealers (especially NEC)
- Dealers are not necessarily tied into one manufacturer
- Fault handling is mostly referred to the manufacturer
- On site repair facilities are limited at most dealers
- Sales forces for some manufacturers tend to operate as a task force concentrating in one specific area at a time
- Early success appeared to be directly proportional to the weight of promotion employed
- More recent success could be attributed to more accurate targeting
- Some dealers are now offering data transmission
- New dealers are now entering the market as specialists in mobile office equipment, offering portable fax machines, portable computers, and data interfaces with mobile phones
- Some dealers are also moving in on corporate and fleet customers with mobile data communications

Commonly Asked Questions and Answers

Pricing

Question: The phones cost too much. I can't afford it.

Answer: I can understand how you might feel that way. However, you will be surprised how affordable cellular technology really is. Telecom has several finance options available for you. You and your company can actually save time and money in the long run.

Question: I heard the service cost will be coming down — I will wait until then.

Answer: There has been some changes in service cost since cellular service was first introduced. Telecom's commitment is to provide the best service available at the lowest possible cost.

Coverage Area

Question: I spend some of my travel time outside your coverage area — why should I acquire cellular service now?

Answer: You need cellular service now so the time you do spend travelling in the coverage area is productive and not wasted travel time. And, cellular coverage areas are expanding as more cities acquire cellular service.

Question: I heard the conversation quality is poor, you have to wait for open lines, and sometimes you lose calls.

Answer: What you possibly heard about is the older "MTS" system. On a cellular system the quality of conversation is equal to the quality of your home or office phones. Also, there is no waiting for open lines and calls are not lost or dropped.

Miscellaneous

Question: Cellular phones aren't private so I don't want one.

Answer: I can appreciate your concern, however, cellular systems are private. As you move from cell to cell, your frequency is constantly changing.

Question: I don't want to be bothered in my car.

Answer: Many customers feel this way. That's why cellular phones are equipped with features such as "Diversion", which allows you to catch up on personal calls.

Question: I stay in the office all day — I have no need.

Answer: Now, you can utilise the time going to and from work, as well as being up-to-date on any situation as it occurs.