

How Telecom Original Equipment Manufacturer's marketing helps in driving the business and generating the revenue.

Author: Ankit

ABSTRACT - International Telecommunications Union declared in 2013 that global telecommunications industry revenues touched US\$4.83 trillion. This number is expected to rise further rapidly. Conceivably, no other business touches as many technology-related business sectors as telecommunications. Merger & acquisition exercise is rooted deeply within the telecommunications industry and jurisdiction guideline predominates, introducing a number of supplementary challenges for sales and marketing teams in their struggle to continue ahead of the bow and the competition. Telecommunications as a manufacturing business always struggle to stay on the preeminent outline of technology. Fundamental technologies progress at distort rates, requiring steady flow. As end users turned progressively athirst with communication hold-times for voice and data platforms (now fractions of seconds) Telecommunication companies targets on innovation on all applications to maintain pace and balance with rising clientele demands.

Keywords - Telecom Marketing, Telecom Manufacturer Marketing, Marketing generates revenue, Marketing generates Business, Telecom marketing business driving, Telecom OEM Marketing.

----- # -----

1. PREDICAMENTS IN MARKETING INITIATIVES:

Establishing a sentimental relationship between Telecommunication foundation managers and purchasers of commodity that inculcate customer networks is a "hard nut to crack". That's inadequately due to the abrupt intricacy of major products, moreover, the adversity of developing a fair and clear distinct communication in the mainstream of what Telecommunication companies acknowledge merchandise products. Illustrating a consumer gadget, such as an Apple's iPhone, where the serviceableness and value is adequately instinctive is one thing, but question is that what about networking products that are not attractive and cannot readily demonstrate their own advantages? As network materials and equipments continue to grow at breakneck pace, new products are constantly outperforming existing systems and arrangements. Marketers are required to launch new products and at the same time, others are

phasing out and promoting upgrades to existing customers and buyers. Marketers must also compete with the truth that latest equipment purchases usually happen less intermittently and sales become more cutthroat as budgets get decreased. With several products ranging from hundreds of thousands of Rupees, buyers do not make judgment lightly and evaluate it properly before making any decision. In today's world wide competitive business place, rising above the clutter of initiating new business has become increasingly tough, because it is no longer clear to buyers what the detracting dissimilarities are among equipment providers and their competitors. End customers need to know not only what is distinct about a manufacturer's product, but what the after sales services they are providing are. Responsibility of a sales person is to understand industry pain marks; how the company can overcome them; and why and how his company's product and solution is better than its competitor's at relieving the pain.

2. PRODUCT'S EXTENSION - TELL SUCCESS STORIES:

Generally, network and telecommunications products work as a solution provider. So, this specialty demonstrates only one part of the story. Plenty of the difficulty in describing a product's rank in a Telecommunication environment stems from the

discouraging challenge marketers confront in building collective messages that demonstrate particular product advantages and uniqueness as part of a broader picture. This may include displaying a flow diagram or architecture, and in other examples, product performance and how it is maintained within a bigger system. There are some tools that are available to assist these successful solutions stories (from network diagrams and flow charts, Power Point

presentations, flash videos), are only helpful if they can be linked together to accumulate and arrange the information so that Sales force can present the most significant content that demonstrates how the products and solutions defines the customer's needs and wants.

3. TAKING THE PRODUCT ON THE ROAD:

Although the frailty and elegance of network and telecom products, and even regardless of their size, weight and volume, displaying products at exhibitions and trade carnivals remains a genuine and essential sales and marketing strategy for the Telecommunication industry. Actually, according to Exhibitor's Trade Show Report, the Telecommunications and Internet Association just below the third highest density traffic attractors of some 65 exhibitions surveyed in 2009 which was in turn a year in which trade show attendance was down in general due to recession. Even though, products for trade shows or exhibitions, sales meetings and executive technical briefing centers have become more expensive to acquire, illustrate, package, dispatch, maintain, and manage effectively. To demonstrate how extreme these costs can be, a leading equipment manufacturer spent as much as INR 6, 50,000 just showing its high-end equipment at a single show. Space is always limited on the show floor, sometimes space is too inadequate for equipment that sits behind display glass or doesn't tell its story merely based only on its appearance. However, space limitations don't dominate sales requirements; therefore, marketers are challenged to discover ways to present all product offerings by any possible means even with the old manner of presenting out-dated printed specification sheets and catalogs and prematurely prepared product technical data sheets. If infinite space was managed, network products still wouldn't draw a gathering, even if the marketing collateral is polished. Moreover, trade shows continue to support a means of important face-to-face meetings, but individual sales calls are still the zenith venue for information exchange where customer meetings are concerned. The sales team is at an even greater disadvantage if they are meeting at customer's office as compared to trade show stalls, as there is limited opportunity to showcase any products massive than those that can be easily transported from one place to another. The customer is merely left to rely on power point presentations, catalogs and specification sheets that neither appropriately explain the product, nor demonstrate a solution-based briefing.

4. MAKING CUSTOM PRESENTATIONS - SELL PRODUCTS:

Each business has communication challenges which are exclusive and unique as the products and services they sell. Telecom systems are often the backbone of an organization when there is a need to handover the transaction data in real time, deliver health information from clinic to hospital or vice-versa, or backing a customer call center for ordering products or online technical support, telecommunication systems are generally the backbone of an organization or a business identity. However, there is no such thing as a master solution; personalized systems need to be sold through customized sales processes. Buyers need to engage in this process while purchasing complex telecommunications or network products and solutions. They must familiar with the information about functionality of the product, how that product can help overcome a business challenge, and how it fits into an overall system and business strategy. Therefore, the sales and marketing customer experience is always informative and engaging. It must expedite and enable the ability of a prospect to explore the additional information and features of products that are of interest and significant to him. Many Research shows that when people actively participate in the sales process or activity, they become more committed and their retention rate of product information increases effectively. This means that a prospect remembered important product information if made available during an interactive sales exchange activity. Finally, the possibility of that prospect being prepared to make an informed buying decision is dramatically increased to explore the information and aspects of products that are of interest to him. Therefore, well prepared presentations increase the chances of sales and thereby contribute to revenue to the company.

5. CONCLUSION:

To deal with the requirements for Sales and Marketing to have superior outcomes at all face-to-face customer activities, telecommunications and network original equipment manufacturers need a sales and marketing way out that:

- Increases customer access to products and services, even when those products can't be actually present; considerably reduces costs of showcasing products at live spots;
- Communicates key product and solution communication messaging and product

differentiation; and

- Delivers a vibrant, dynamic, engaging, attractive and interactive practice that creates an emotional bond with customers.

6. REFERENCES:

- [1] International Telecommunication Union (2009) -
<http://www.itu.int/en/Pages/default.aspx>
- [2] Book Review (2005) -
http://www.streetdirectory.com/travel_guide/5532/marketing/overcoming_your_biggest_marketing_obstacle.html
- [3] Practical fundamentals of Marketing -
<http://www.pragmaticmarketing.com>
- [4]<http://marketing.about.com/od/relationshipmarketing/a/crmstrategy.htm>
- [5]http://www.mckinsey.com/client_service/telecommunications/expertise/marketing_and_sales

IJSER