

Why Is It Better? Explaining Technology Infrastructure Benefits.

Monday, September 16, 2019
8:00-8:50 AM & 9:00-9:50 AM

CONVENTION EDUCATION



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This session is eligible for 1 Continuing Education Hour.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session:



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Winning Work

- Bidding to GC,CM or Owner's Representative (new relationship)
- Bidding to GC,CM or Owner's Representative (established relationship)
- Bidding to direct Client (new relationship)
- Bidding to direct Client (established relationship)
- Negotiated work with direct client
- ***The stronger the relationship, the greater the chance of winning work***

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Winning Work

- Pursuing additional diverse work (vertical opportunities) with an established client is much more likely to be successful than any other potential engagement

Customer
intimacy:
The unfair
advantage of
smart
entrepreneurs

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Facing the Client

- In general, the more time facing the client, the stronger the relationship the service provider builds



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Who Faces the Client

- Senior Management
- Account Management
- Project Managers
- Technicians



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Opportunities to Convey Value and Strengthen Relationships

- Productive, meaningful dialogue with clients often occurs in nonscheduled, spontaneous, spur of the moment ways
- On site technicians often have opportunities to engage with client

Client Perception

- The client's perception of the service provider is the sum of all exchanges and correspondences
- The most frequent exchanges and correspondences often occur between the client and operational onsite personnel

Validating Service Provider Selection

- Clients want to validate their decision to allocate significant investment dollars and utilize specific service providers and contractors



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Prepare Your Team to Discuss Value

- Account managers, project managers and technician should all be prepared to discuss value topics with clients
- Communicated knowledge leads to credibility
- Credibility strengthens relationships
- Stronger relationships yield more work opportunities.

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Value Topics Potentially Important to Client

Value in Selected Products

- Copper & Fiber Cable
- Connectivity
- Racking and Cabinets
- Cable Management
- Fire Stopping
- Cable Pathway Support

Value in Installation Methods

- Professionalism
- Task Prioritization
- Safety Considerations
- Clean Work Area Strategies
- Cable Installation Practices
- Labeling & As Built Documentation

Poor and Unprepared Responses

Why did you

- Choose specific cabling solution
- Choose a specific cabinet
- Choose a specific fire stopping system
- Route cables through specific pathway
- Pick a specific rack elevation for specific devices

Answers to Avoid

- “I guess it was in stock”
- “We had 4 from another job”
- “I don’t know”
- “It was easiest for the techs”
- “We start at the top”

Better Responses

Why did you

- Choose specific cabling solution
- Choose a specific cabinet
- Choose a specific fire stopping system
- Route cables through specific pathway
- Pick a specific rack elevation for specific devices

More Appropriate Answers

- “It’s a market leader and our techs have had very good success with it.”
- “Very reliable product, stocked locally”
- “It is re-enterable and easy to work with ”
- “It was easiest for the techs”
- “We are replicating the design at your other facility”

Copper & Fiber Cable

Typical Question or Comment

- Why is Cat. 6a better than cat. 6

Appropriate Response

- Supports frequency range up to 500Mhz
- Thicker gauge conductors support longer distances
- Thicker gauge conductors support higher wattage for POE appliances
- Supports Gbit Ethernet over longer distances
- Investment for support of emerging applications and appliances

Copper & Fiber Cable

Typical Question or Comment

- Why is OM4 multimode fiber better than OM3

Appropriate Response

- Supports higher bandwidth applications over longer distances
- Enhanced construction offers less inherent attenuation of signal
- Investment for support of emerging applications

Cable Connectivity

Typical Questions or Comments

- Why buy one patch panel over another. Aren't they all compatible and very similar

Appropriate Answers

- There are similarities with many patch panel products but there are differences as well. Better products have thicker gauge mounting plates and more turned edges to support rigidity. Increased rigidity enhances the quality of impact tool terminations

Cabinets and Racking

Typical Question or Comment

- Are cabinets from different manufacturers essentially the same



Appropriate Answers

- Cabinets from different manufacturers are functionally the same but there are differences in how panels attach, how rails can be adjusted and how leveling is accomplished. The engineering of airflow for heat dissipation also varies between cabinet manufacturers.

Cable Management

Typical Question or Comment

- Other than capacity, are there other considerations when selecting horizontal or vertical cable managers?



Appropriate Answers

- Yes. Certain types mount more easily to specific racks and cabinets. Hinged vs removable covers is a consideration. Single vs. dual hinged covers is an access consideration.
- When ganging cabinets together, the type of vertical managers placed between cabinets impact the total length of the cabinet row.

Fire Stopping

Typical Questions

- A re-enterable system is significantly more expensive per unit than a conduit sleeve and fire stop putty or caulk. Why should we use them



Appropriate Answers

- If anticipated additional cabling none or very small, conduit and putty is probably better. If you anticipate growth of the cabling plant within the building, the re-enterable system will save money and maintain the integrity of the system

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Cable Pathway Support

Typical Questions

- We are planning to add cable tray between wings A and C through the connecting hallway. What size tray should we put in.



Appropriate Answers

- The determination of cable tray size would be based on the current number and type of cables being installed and an anticipated extra cables being added afterwards.
- Due to the geometry of round cables in rectangular tray; a cable tray will be 100% filled with cables when it is 50% filled via fill ratio calculation

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Installation Practices

Typical Question or Comment

- Why do you rough in cables and come back later to terminate them and finish

Appropriate Answers

- In environments where there are no other trades working, it often makes sense to install and terminate cables at the same time.
- In construction environments where other trades are working, bringing cables into unfinished spaces leads to cables that are crushed or painted. Coiling cables outside of rooms until they are finished is generally a better strategy.

A Library of Professional Value Based, Technology Explanations

- Generate a list of technology questions commonly asked by clients
- Generate accurate, professional answers to the questions that were selected
- Generate a list of accurate benefits for the products you typically sell

A Library of Professional Value Based, Technology Explanations

- Communicate to your team the importance of conveying credibility when such opportunities present themselves
- Make the assembled value proposition library easily available to staff
- Tie the educational component to professional development and incentivize staff to participate.

Summary

- Contractors get facetime with clients in random unpredictable ways.
- Often, clients see operational personnel much more often than account management.
- Time with clients is always an opportunity to strengthen a relationship.
- Understanding and being able to speak to value of the products and services offered is very useful

Summary

- Clients want to validate decisions to select contractors
- Ignorance can be revealed very quickly and permanently impact a relationship
- Clients will ask questions that they know the answer to in order to determine depth of understanding of a contractor's representative

Summary

- Providing both account management and operational personnel with value information and value explanations can be significant in strengthening client relationships.

Complete the Online Evaluation

Up Next...

- **10:15 am-11:30 am** – *General Session with John Ondrasik* in Mandalay Bay Ballroom EFGH
- **11:30 am-4:00 pm** – *NECA Show Hours*

