



Human Capital - Telecom Consulting

## project experience business development

### Problem

Andrew Corporation needed help achieving goals for sales growth with Optical Equipment Manufacturers (OEMs) and Carriers. Part of their business strategy for managing cost is to outsource business development activities rather than hire costly full-time in-house sales staff. In talks, Andrews stated there is no guarantee that staff positions will produce, ensuring the needed return on investment in the required time frame. Instead they looked to TelForce to leverage knowledge of – and more importantly relationships within – the industry to identify targeted prospects that could quickly impact top line revenues.

### Solution

TelForce met with Andrew Corporation executives in Chicago for an initial briefing of their business development needs. Drawing on its database of industry contacts, TelForce quickly outlined a plan to reach more than fifty prospects, relying heavily on its connections within wireless carriers, OEMs and Public Safety arenas. Maintaining communications throughout the process with Andrew Corporation to avoid compromising or amateur mistakes, TelForce arranged within weeks to meet with top level executives at targeted firms, resulting in negotiations that generated new revenue streams for their client. In addition, and as a longer term strategy for financial health, TelForce positioned Andrew to be placed on multiple approved vendor lists and on one of the world's largest OEM lists.

### About Andrew Corporation

Andrew provides a one-stop source for managing the entire lifecycle of a wireless network. They provide complete solutions that serve traditional wireless networks, third generation technologies, triple-play (voice, data, video) services, and specialized applications for microwave communications systems. Many Andrew RF system products lead the industry. Andrew Solutions is composed of two groups—Antenna, Cable and Cabinet and Wireless Network Solutions— with businesses that cover RF site solutions, wireless infrastructure, network solutions, and coverage and capacity systems.

### About TelForce Professional Services

TelForce Group is a provider of professional services, consulting services, human capital, industry talent and technology and project solutions to the communications industry. Our services are integrated directly into our clients' business operations.

TelForce identifies talent that stands out among their peers – people with a proven track record of creating value with every placement or assignment. From small privately held companies to large publicly traded organizations, the businesses we serve share a common goal – to hire the best professionals in the industry. Your success is the singular measure of our success.



### What Our Client Says

*"Ron's 30-plus years experience in Telecom – combined with his ability to sell at the executive level – brought top line results to my business. He is high energy, detailed, professional, and results driven. I would recommend Ron for any Business Development initiative or Professional Staffing requirements."*

*Donn Peterson  
Vice President & General Manager  
Andrew Corporation*

TelForce Clients



Wireless • Wireline • Enterprise • Security • OEM • CLEC • ILEC • RBOC • Broadband/CATV • Carriers • DC Power  
Public Safety • FIOS Installation • Staffing • Utilities • Railroads • Government • DAS • Technical Training

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