



A recent survey concluded that the greatest challenges facing the telecommunications industry include increased competition, global markets, the rapid development of new technologies, the increasing demands and expectations of customers, and workers whose leadership abilities do not match their technical competence.

SMS has worked with many telecommunications companies to provide the skills that managers and professionals need to excel in this dynamic environment. Following are some recent examples of work we have done with various organizations:

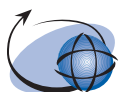
- Worked with a manufacturer of transmission and networking systems to help their professional staff develop the influence skills needed to manage projects and build interdepartmental relationships.
- Served as the outsourcing firm responsible for design, delivery, site selection and participant registration for a course to develop the behavioral skills necessary to support a large scale cultural change.
- Following a merger, conducted influence skills training to help employees be more effective with customers and co-workers while performing new tasks.
- Adapted our negotiation skills program to train a highly experienced sales force to reach more profitable agreements on its satellite tracking systems.
- Used our influence skills program to help one of the larger regional telephone companies transition from a regulated to an entrepreneurial culture.

SMS provides on-site programs, consulting services, public workshops, and trainer certification options. Founded in 1976, we currently work with clients in 40 countries and in 15 languages.

For further information on how SMS can help your organization, please contact your account manager or SMS. We will be happy to provide references from clients in the telecommunications industry.

*Our clients in the telecommunications industry include:*

**ADC Telecommunications • Ameritech • Ericsson Communications • MCI • Qualcomm •  
Qwest • TDS Telecom • Verizon**



**SITUATION MANAGEMENT SYSTEMS, INC.**  
THE INFLUENCE COMPANY