

SUCCESSFUL SOCIAL SELLING



Best-in-class fiber solution changes the game for engineering firm

Customer Profile

Industry: Oil, energy, construction and engineering

Customer: S&B Engineering and Constructors

Location: Houston, TX

Founded: 1969

S&B Engineers and Constructors was born in 1967 when two friends agreed to invest their life savings and start their own firm. Their guiding principle was simple: "Let's never do anything we'd be ashamed of." Since then, they've grown to become one of the leading engineering, procurement and construction firms in the US, providing full in-house services to multiple industries nationwide. Looks like that one principle has served them well.



Identifying the prospect

The Baytown area near Houston, TX, had been underserved with antiquated T1 lines, limiting data transmission speeds, requiring equipment upgrades and increasing user costs. Territory Account Executive Kevin Reeves actively researches and identifies his community's business needs, and he knew the Baytown area was not fiber-ready—so he set out to find a solution. He soon spotted S&B Engineers and Constructors.

Phone calls, a referral and then— real Connection

Kevin's approach began with traditional calls and later a referral from Frontier Network Engineer Darin Albright to S&B's senior network engineer. While that got the ball rolling, Kevin finally broke through when he used EveryoneSocial to connect to S&B VP-CIO John Mizell on LinkedIn.

A winning proposal

Kevin presented John with a proposal to upgrade S&B's telecommunications services and followed up with multiple site visits. He immediately realized the company's challenges—the biggest being the need to upgrade from T1 lines to Ethernet fiber solutions. Due to the scope of the project, Kevin called in support from his field network engineer, as well as Solution Engineer Joshua Logsdon who helped build custom pricing. Working as a team, the group performed further site inspections and carefully evaluated the customer's needs. In the end, they were able convince S&B to invest \$82,000 for a complete overhaul and installation of fiber lines, provision an entire area of town at their own expense and make superior bandwidth access easy for other area businesses.

Excellent follow-through

The process began in May 2019 with a total fiber buildout of approximately 9,100 feet to two locations and will take 90–120 days to complete, but S&B will be Ethernet ready.

The team ultimately delivered S&B a best-in-class solution by improving productivity and operational accuracy, reducing delays through quicker detection of issues and virtually eliminating latency influencing the efficacy of the devices.

Lessons learned

The name of the game is connections, so a huge shout-out to Kevin for leveraging all of them—especially LinkedIn and EveryoneSocial, to connect, share posts and further expand his reach. Without that, Kevin may never have connected with the ultimate decision-maker at S&B.

EveryoneSocial provides Frontier employees with the tools needed to engage across the ever-growing array of social and other digital channels, including email, LinkedIn and more. Kevin was able to quickly and easily connect with highly relevant content and information from external sources, such as field marketing materials, company announcements and news on prospects, customers and competitors. All of these are available to each of us, so let's use EveryoneSocial more.

Kevin and his team are confident other companies in the area will follow suit and Frontier will convert more competitor contracts into Frontier Ethernet sales.

Key sales takeaways:

Use social media to engage prospects.

No matter how advanced communication technology becomes, sales professionals are still going to need to reach out to new prospects. The trick is to pick the channel that makes it easiest. These days, one of the best ways to warm up your cold-calling is to use your LinkedIn network effectively. (By the way, if you're not on LinkedIn, you should be.) EveryoneSocial (frontier.everonesocial.com) makes it easy for anyone to become a thought leader and share a variety of content with your network.

Frontier is a trusted partner for all technology needs.

Position Frontier as a reliable and knowledgeable partner to handle all technology. Discussions shouldn't be about price. They should be about the overall value we provide to customers designing, implementing and monitoring end to end solutions.

Establish a relationship with your community.

Large enterprises often function like a small town where folks know one another and talk, so know your community and don't be afraid to branch out and more effectively change mindsets.

Regardless of technical level, engage your solutions team.

Without a knowledgeable engineer present, TAEs risk misinforming, wasting time redoing work, or missing quotas on opportunities that could result in closing higher-end solutions. So, bring in your knowledge squad early.

They want to help you win.

OUR FOCUS, YOUR SUCCESS

At Frontier, we believe in the power of technology to change lives. That's why we take pride in being a trusted business telecommunications partner, helping you meet today's challenges and technology demands. With more than 180,000 miles of fiber spanning 25 states, our growing network is designed with the evolving needs of business customers like you in mind.

We know providing better solutions, better service, and better value is the best way to ensure your business wins. From dedicated connectivity to fully managed services, we're committed to practical and powerful solutions that bring teams together and move businesses forward.