

FIELD SERVICES SPECIAL

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FULFILLMENT BUSINESS  
KEYS TO SUCCESS

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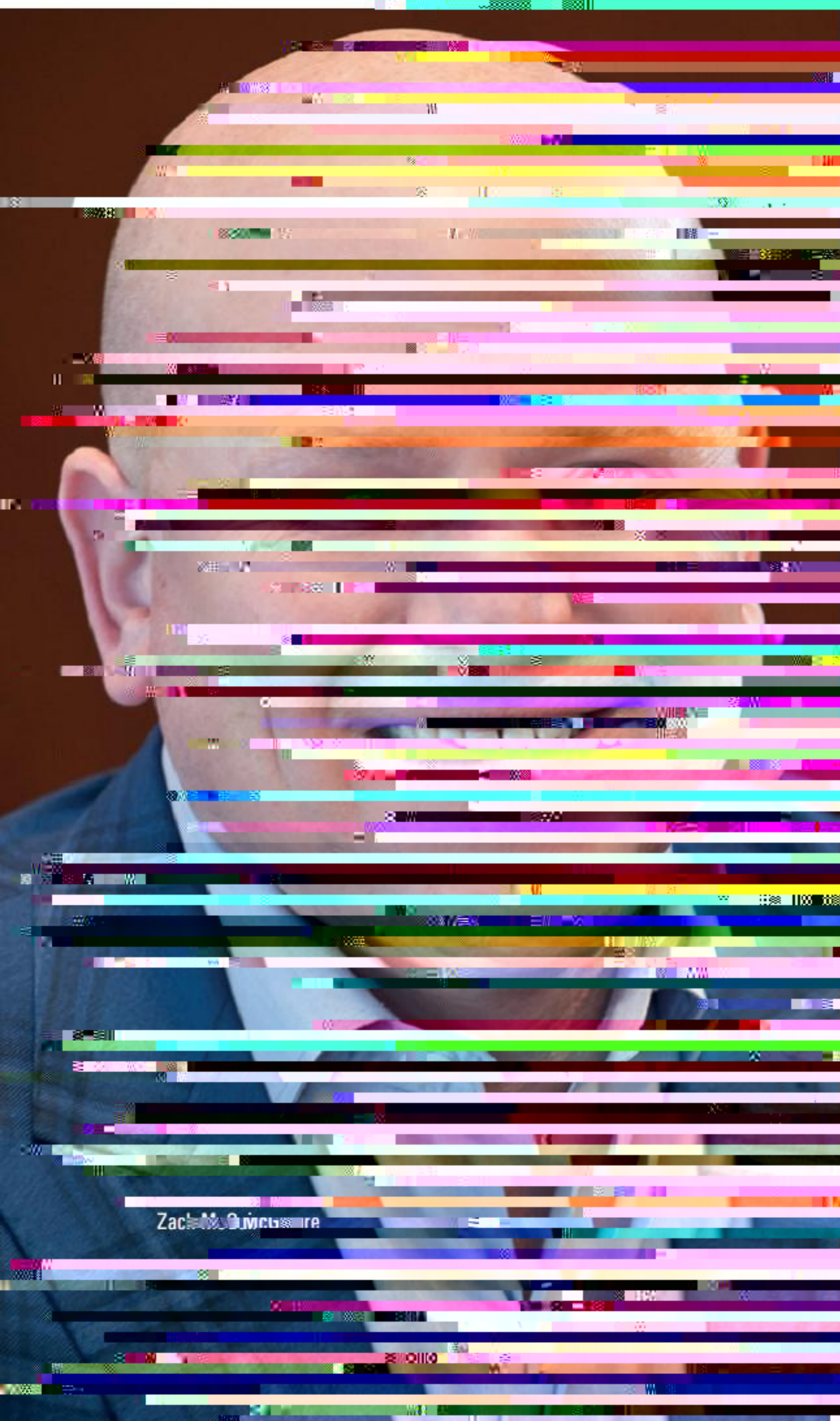
THE FUTURE  
OF FIELD  
SERVICES  
MANAGEMENT

Darren Ross  
CEO



# BUILDING A FIELD FULFILLMENT BUSINESS: KEYS TO SUCCESS

By Zach McGuire, President, MasTec Advanced Technologies



Whether they're marketing junk to one-to-one consumers or enterprise providers or technology-based solutions face common

across a wide geographical area: how to meet and compete in this cost-competitive, highly competitive market.

most important, how to build a business that is profitable and sustainable.

At MasTec Advanced Technologies, we've built a business position to address these challenges. We've built a business

that's profitable, sustainable and scalable. We've built a business that's built on a strong foundation of technology products to satellite TV providers to offer cities. In

the past few years, we've built a business that's built on a strong foundation of building, deploying and managing a nationwide service, free

program.

## TIP #1: EMPLOY YOUR FIELD TECHS WITH STRONG LEADERSHIP

Your field techs are the face of your company and your most valuable asset. They're the ones who are in the field, so it's critical

to ensure that they understand and live your company's values, culture, and professional standards.

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A strong and committed management team will equip your field crews with the resources, support, and autonomy

they need to make decisions. This type of support builds the management infrastructure that will give your program the

management infrastructure that will give your program the

## TIP #2: KNOW YOUR MARKETS

In what states and cities will you be doing business? Think about what are the geographic and market dynamics and what type of

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Zach McGuire

