



STN Sales Process SOP

Revised Dec 2024

STN Pre-Sales SOP

1. STN Sales Manager or an outside contractor (SM-C) gathers customer inquiry details for Sales Request Form (SRF) form (see attached sample). Information includes locations, # of fibers, Point to Point (PTP) or Ring topology, Lease or IRU info, all customer contact info, etc.
2. SM-C will assign an STN project ID and contract number to the project and add the project to the SRF Tracker Spreadsheet.
3. SM-C generates a Google Earth Map (KMZ) of the fiber span(s) and lateral(s) based on the customer's needs.
4. SM-C sends customer request to STN OM for budgetary estimate.
5. SM-C generates an Opportunity Analysis (OA) and develops a budgetary quote for STN Management review to ensure that the STN financial metrics are met and approval for presenting to customer.
6. SM-C sends budgetary STN proposal and fiber span map(s) to the customer for their review, questions, modifications, etc.

7. If the customer requests a firm quote SM-C will obtain the site contact information and provide this to engineering firm so they can perform “on the ground” site visits in order to provide SM-C with firm lateral costs.
8. Once the final network design and pricing has been solidified and approved by STN CEO, MN will generate the STN SOW and send it to the customer for their review and signature. SM-C will place the OA, SOW, Fiber Maps, and any other pertinent project information in the ‘One-Drive’ Sales Folder.



STN Post-Sales SOP

1. Upon receipt of a customer signed SOW, SM-C will send the SOW and OA to STN CEO for review and countersignature.
2. SM-C will send fully executed copy of SOW to customer for their records.
3. SM-C will ensure that a copy of the fully executed SOW is uploaded to the STN One Drive site and placed in both the “Contracts Agreements” folder as well as the proper sales project folder.
4. SM-C will add to the STN current projects tracking list.

5. SM-C will send STN OM project kickoff package for scheduling with contractor.
6. STN Management will hold weekly or bi-weekly project calls to review status of all open STN customer projects and any scheduled maintenance work.
7. Upon completion of project, Contractor will provide STN OM with the as-built drawing for the fiber span(s) and lateral(s) provisioned for the customer along with the OTDR results. If approved the STN OM will sign off on the documents and send them to SM-C.
8. SM-C will compose a Completion Notice (CN) document that will outline the fees due by the customer to STN, and the official billing start date for their service. SM-C will also send any as-builds and OTDR results to the customer.
9. SM-C will send the CN document, as-builds, OTDR results, and copy of the fully executed SOW to the customer contact(s) letting them know the work is complete and ready for their processing. A copy of this CN package will be sent to STN CEO and Accountant.
10. SM-C will ensure that the full CN package documents are stored in a "CN" folder on the STN One-Drive under the project ID's folder.
11. SM-C will update STN when project is completed.
12. STN OM or Contractor will add construction laterals, engineering drawings, fiber splice mapping, 'as-built' drawings, and associated pictures from the construction company into STN's OSP Insight fiber management system.