



D&M Communicator

VOLUME 1, ISSUE 8

AUGUST 2007

SPECIAL POINTS OF INTEREST:

- **Improve Your Communication Skills** (page 1)
- **Know The Difference Between A Carrier Rep And An Agent** (page 2)
- **Tips When Placing International Calls** (page 3)
- **Area Code Chart** (pages 5 & 6)

INSIDE THIS ISSUE:

From The Desk Of The President 1

7 Ways To Improve Communication Skills 1

Agents Offer More Value 2

Did You hear About... 2

International Telephone Calling Tips 3

D&M Works With PAETEC on Data Security Solutions 4

About D&M 4

D&M Area Code Look-Up Chart 5 & 6

From The Desk Of The President

Welcome to another issue of *D&M Communicator*!

The editorial content of this issue focuses on a number of topics that affect me regularly. For example, although I am in the communications business, I often find that I need to improve my ability to communicate. I find the 7 tips below useful, and I hope you will too.

Page 2 includes some useful information on the differences between a carrier rep and yours truly, an independent agent.

Since my clients often tell me that they receive calls from carrier

reps, I thought you might want to know why dealing directly with



Steven Gerhardt, President, D&M Enterprise Group

a carrier is not such a good idea.

If you plan to travel out of the country in the near future (as I

do), or if you make international calls in the course of doing business, the feature on page 3 will prove to be very helpful.

Also included on pages 5 & 6 is an area code chart that you may want to print out and keep handy. I use this guide 3 or 4 times a week. I am sure you will find it helpful as well.

As always, please feel free to contact me anytime with suggestions for content or feedback on this newsletter.

I look forward to hearing from you.

Steve

7 Ways To Improve Communication Skills

Communicating is an important skill that you need to master if you want to advance up the corporate ladder. Possessing superior communication skills is equally important in maintaining personal relationships with your family, friends, etc.

To help you improve your communication skills, we have provided 7 extremely useful tips:

1) Learn to listen. An important aspect of good communication is to listen well. Do not attempt to make a conclusion until after you have listened and understood what is being said. After all, as the saying goes, God gave you two ears and one mouth so you will listen twice as much as you talk.

2) Jump to conclusion. Do

not jump to conclusion too soon based on what you have heard. Always try to listen to the other side of the coin so you can make the best judgment.

3) Take your time to respond. After you have listened and understood what is being said, take your time to think about what you are going to say. Do not rush to respond.

4) Do not always think you are right. No one knows it all. Sometimes you may be wrong and it is perfectly ok. The important point is to accept it and listen to where you went wrong.

5) Train your mind to focus. Do not let your mind wander or daydream when you are talking or listening to someone. It can be disrespectful to the other

party.

6) It is better to ask someone to repeat what they have just said than trying to guess what he/she is saying. If you do not catch what the other person is saying, it's fine to ask them to repeat it.

7) It is important to observe yourself when communicating to others. Observe your own body language. Do this in front of the mirror to practice.

Developing good communication skills is a life-long learning experience and will take time to develop.

Although D&M can't help you with your personal communications, we are ready to solve the communication needs of your business. Do not hesitate to call us at 1-888-357-5055 if you have any voice, data, or Internet issues that you would like us to review.

Agents Offer More Value

When buying a product or service, you assume if you deal directly with the supplier you are going to get the lowest price, the best service, and immediate delivery. However, this logic does not apply when contracting for telephony services.

The reality is that carriers employ sales reps to sell only their products and services. When negotiating an agreement these reps offer little flexibility on price and terms, are sales quota driven, and provide minimal customer service. Contrast this approach to how an independent agent like D&M operates, and you will immediately see why your company should be reluctant to do business directly with a carrier rep.

The major differences between a carrier sales rep and an agent are that agents are not salaried employees of the carriers and agents can offer services from a variety of carriers.

An agent's compensation comes in the form of commissions which are a small percentage of the total amount of a customer's usage. This is a recurring monthly commission, so as long as the customer is happy and continues to use the service, the agent receives a commission. As a result, the agent has an incentive to keep the client satisfied. However, most carrier reps receive a one-time commission after the customer signs up for a service. Therefore, they have no incentive to keep the customer happy.

Moreover, because the carrier reps

have to meet monthly sales quotas, they may be more interested in selling those services that provide the largest commissions, and not the services that offer the best solutions.

With regard to the goods being sold, carrier reps are limited to selling only those products or services their company offers. And some carriers are very limited in the products and service they offer. Contrast this to how agents operate and you will see that agents work with many carriers so they can provide you with choices. In the case of D&M, we have relationships with more than 20 carriers.

And with such a variety of service providers to choose from, we have the leisure of conveying the pros and cons of each carrier. Also, agents can shop the industry to get you the best rates while a carrier sales rep can only offer you the limited rates their company gives them. Due to the restrictive loyalty that comes with being a carrier rep, the rep is going to paint a picture that is all roses when the reality is that there are thorns on that rose bush.

Another factor to consider is the all too common scenario when you are looking for a specific type of service and the carrier does not offer it. Typically the carrier rep will advise you that you are on your own to find the elusive service. If you are dealing with an agent, the agent has the network and flexibility to go out to the agent channel and get you this service without you having

to spend days or even weeks trying to find the perfect solution.

In order to protect your business in the event you have a service outage, you should have different carriers for your voice and data services. This creates a built-in redundancy plan and will guarantee if one carrier goes down, your business will stay up. An independent agent can easily set up this type of arrangement, whereas a carrier rep is not allowed to even suggest you work with another carrier.

Finally, you need to consider the service you will be provided. And this service starts when you are negotiating the agreement. You can be sure that the carrier rep is not going to tell you to remove the evergreen clause or look for X, Y, and Z in the terms and conditions. A good agent, like D&M, will.

The service you can expect from a carrier rep after the sale is closed is virtually nonexistent. Carrier reps are hired to sell, not service accounts. If you do call a carrier rep with a service question you will simply be given a customer service number. As a D&M client, if you have an issue, you can call us at 1-888-357-5055 and we will resolve the problem to your satisfaction.

Having worked for carriers, and now being an agent for the past 6 plus years, I can assure you that in the telephony business, working directly with a carrier will not provide the savings, flexibility, or service you demand and deserve for your business.

Sales Tip Of The Month

Just because someone does not buy immediately does not mean they will not be interested later — particularly if they requested information. Follow-up is a critical aspect of sales that is often neglected.

“Did You Hear About...”

As this story illustrates, sometimes what is needed to solve a problem is nothing more than a little creative thinking.

A school principal was alerted by the janitor to a persistent problem in the girls' bathroom: some of the girl students were leaving lipstick kisses on the mirrors. The janitor had left notices on the toilet walls asking for the practice to cease, but to no avail; every evening the janitor would wipe away the kisses, and the next day many more kisses would be planted on the mirror. It had become a bit of a game. The principal usually took a creative approach to problem solving,

and so the next day she asked a few female representatives from each class to meet with her in the bathroom.



"Thank you for coming," said the principal, "You will see there are several lipstick kisses on the mirrors in this bathroom." Some of the girls grinned at each other.

"As you will understand, modern lipstick is cleverly designed to stay on

the lips, and so the lipstick is not easy at all to clean from the mirrors. We have therefore had to develop a special cleaning regime, and my hope is that when you see the effort involved you will help spread the word that we'd all be better off if those responsible for the kisses use tissue paper to blot their lips instead of the mirrors in the future."

At this point the janitor stepped forward with a sponge squeegee, which he took into one of the cubicles, dipped into the toilet bowl, and then used it to clean one of the lipstick-covered mirrors. The janitor smiled. The girls departed. And there were no more lipstick kisses on the mirrors!

Know Your Customer!

If you are trying to sell to a specific client at a meeting, you need to know what he or she is all about. Do some research before the sales meeting and get a good idea of the prospect's likes, dislikes, interests, and manner of doing business. The same holds true for consumers. Get to know who makes up your target audience.

International Telephone Calling Tips

If your business requires overseas communications with suppliers or customers, or if you have a loved one living or traveling abroad, you know that the cost for overseas calls can come as a shock to your budget.

Calling rates vary from country to country, so the impact on your telephone bill could be dramatic, but there are a few things that you can do to help lessen the costs in the future.

Calling Overseas Mobile Devices:

Be very careful when placing telephone calls to mobile devices overseas. There are many overseas carriers that use a "calling party pays" system when calling mobile devices (cell phone, pager, etc.) originating from within the United States. It is entirely possible that the tariff rate for an overseas wireless phone might be considerably higher compared to a call placed to a land-line in the same country. This surcharge is referred to as an "International/Special Services Termination Rate." It should be listed on your carrier's international calling plan rate schedule. U.S. carriers do not have a choice in this matter and it does you no good to complain to your local provider regarding what you may perceive as excessive charges that appear on your telephone bill.

Direct Dialing or Dialaround:

Depending upon the country you are calling, you may get an overall attractive calling rate by dialing direct, accessing the network by dialing 011 + country code + city code plus the local number. However, you may want to consider using a dialaround service if your local plan charges a high tariff for a country you intend to call regularly. These services are also referred to as a 10-10 number. You do not need to switch long distance carriers to use a dialaround number and it can be used in many foreign countries as well as to call home. These services usually have very competitive international rates and can save you

considerable sums. Be advised, however, that you will not be able to use a dialaround service if you must dial 8 or 9 to access your dial tone, such as from an office or hotel.

Operator Assistance To

Place Calls: Never, ever, use an operator to place an international call unless it is an absolute emergency. Obviously for every rule there are exceptions: collect calls, person-to-person, and third party billing, are examples. But whenever possible dial direct or use a dialaround service.

When using the operator to place your call, here are some helpful hints: The best way to place your call is to dial "0" followed by the number you wish to call, such as 0-123-456-7890. This will help make the connection faster. This method could be less expensive depending upon the carrier.

The standard way is to dial "0" or "00" for international calls and tell the operator the number you wish to call and any special instructions such as collect or person-to-person.

Prepaid Calling Cards: Using a prepaid card is yet another way to save money on international calls. Prepaid calling cards are portable and provide some protection against unseemly practices by the telecoms. You need to consider if there are any extra charges for the time and place of your call such as connection fees, maintenance or monthly fees, the billing increment of your call, and expiration date of the card. If you intend to use calling cards on a regular basis then consider a rechargeable card that will not expire.

Calling From a U.S.-Based

Cell Phone: There are countless horror stories on the Internet about the exorbitant fees some consumers have been "charged" by cellular providers for International calls. Fortunately,

you can save substantial sums of money on these types of calls by planning ahead. You need to look for "stand alone" international calling plans that allow you to dialaround your cellular carrier, essentially bypassing their network for the international part of the call. The stand alone plan provides a substantial discount off the cellular provider's rates for international calls. The best part is that you do not need to change your cellular carrier to use the system. Simply register your cell phone number with the system provider and dial their U.S. access number before making your international call.

Placing Your Call: As mentioned above, if you are dialing direct you would dial: 011 + country code + city code + number. On the other hand, if you are using a dialaround provider, you would dial: 10-1x-xxx + 011 + country code + city code + number. In addition, keep in mind that there are about 20-countries outside of the U.S. where you would just dial 1+ without dialing the 011. The "10-1x-xxx" represents the specific dialing code for the provider that you have selected. Contact your selected dialaround provider for the exact dialing requirements to access their system.

Voice over IP (VoIP): Voice over IP (VoIP) stands for Voice over Internet Protocol and can be a very inexpensive way to handle international calls. You need to have a broadband Internet connection available, such as a DSL or cable connection, and a touch-tone phone. Using VoIP can also provide unlimited long distance service as well. Plans can be obtained for about \$50.00 or less per month.

For more information on how D&M can help you reduce your international phone expenses, call your account representative at 1-888-357-5055 or email us at customerservice@DMenterprise.net.

D&M works with PAETEC on Data Security Solutions

PAETEC is an innovative supplier of business communications services for medium-sized and large businesses, institutions, and enterprise organizations. Since its inception nine years ago, PAETEC has been providing personalized solutions to customers across the United States by offering a comprehensive suite of voice, data, Internet, and managed IP products.

On February 28, 2007 PAETEC completed a merger with the former US LEC, becoming one of the largest competitive communications providers in the nation. With combined annual revenues of over \$1 billion, this merger has allowed PAETEC to enhance its product catalog, substantially increase the size of its service area, and continue the development of a robust

portfolio of data services.

Among these services, are a suite of products that can be used to develop the foundation of a secure and reliable "business conti-



nity plan" such as Dedicated Server, Network Firewall, and Data Backup and Recovery. PAETEC's Data Backup and Recovery

solution is key to any continuity plan as it provides an automated, off-site backup of your critical files and applications. If you have an Internet connection, you can backup and recover your data from anywhere in the world. It's as simple as "point and click."

Another requirement of a well thought out business continuity plan is the ability to change a company's toll-free routing – traditionally, a time consuming process. With PAETEC Online, the web-based, self-help portal, customers can quickly change their toll-free routing options within seconds, making this feature not only a valuable time saver, but critical in a time of disaster.

To learn if your company can benefit from a PAETEC solution, contact your D&M representative today at 1-888-357-5055.

About D&M

Founded in 2001, D&M Enterprise Group has thousands of satisfied clients. D&M utilizes a consultative approach to thoroughly examine every aspect of each client's telecommunications needs and then recommend specific cost-saving and performance-enhancing solutions. We specialize in medium to large-scale applications that include DS3, T1, as well as phone equipment installations.

As independent telecommunications experts, we have the luxury of offering our clients objective advice that truly serves their best interests. Once our clients' telecommunications needs are identified, we match these needs with the services offered by more than 20 of the nation's leading carriers and equipment manufacturers we represent. Because we have the ability to select from a wide variety of carriers and equipment, we can guarantee our clients that they are getting the **best solution** available at the **lowest possible cost**.

HOW WE DO IT: D&M does all the comparison shopping for you! Using proprietary software, D&M analyzes your existing communication, Internet, and data transfer usage. Once this analysis is complete, a comprehensive, customized proposal is prepared that shows the savings you can expect from competing carriers who can provide the same, or in some cases, superior service, at a lower price. Based on your needs, D&M will also recommend service and equipment changes that will save you money too.

In addition, D&M uses proprietary software, which we call our COMMauditor system, to analyze every invoice to ensure you are being charged at the contracted rate and that you are not charged for equipment or services that were canceled or never ordered. We also track all your telephony assets and vendor agreements.

The combination of increasing the efficiency of your business by ensuring you are using the proper services and equipment, along with monitoring your bills for accuracy, guarantees your company will be performing at maximum efficiency without overspending.

As your single point of contact, D&M makes it easy for you to spend your valuable time running your business while we make sure your telecommunications, Internet and data transfer needs are being supplied by the highest quality providers at the lowest possible cost.



Where world class communications meet superior customer service

3 Delwood Drive

Suite 100

Holmdel, NJ 07733

Phone: 1-888-357-5055

Fax: 732-772-9858

www.DMenterprise.net

D&M Area Code Look-Up Chart

011 International Access	308 Nebraska - Western	435 Utah
200 Service access code	309 Illinois - West Central	438 Quebec
201 New Jersey - Northeast	310 California - Los Angeles	440 Ohio - Northeast
202 District Of Columbia	311 Reserved Special Function	441 Bermuda-Caribbean
203 Connecticut	312 Illinois - Chicago	442 California
204 Manitoba	313 Michigan - Eastern	443 Maryland
205 Alabama - Birmingham/Central AL	314 Missouri - Eastern	445 Pennsylvania
206 Washington - Seattle	315 New York - North Central	450 Quebec - Laval (Montreal North)
207 Maine	316 Kansas-Wichita area	456 Inbound International
208 Idaho	317 Indiana - Central	464 Illinois overlay deferred
209 California - Central	318 Louisiana - Western	469 Texas
210 Texas - San Antonio	319 Iowa - Eastern	470 Georgia
211 Coin Phone Refunds	320 Minnesota	473 Grenada-Caribbean
212 New York - Manhattan	321 Florida Space Coast (Melbourne)	475 Connecticut - (overlay 203)
213 California - Los Angeles	323 California - Los Angeles	478 Georgia
214 Texas - Dallas	325 Texas	479 Arkansas
215 Pennsylvania - South East	330 Ohio - Eastern	480 Arizona - Phoenix. East Valley
216 Ohio - Cleveland	331 Illinois overlay deferred	484 Pennsylvania (overlay 610)
217 Illinois - South Central	334 Alabama-Montgomery/Mobile/Lower AL	500 Personal Communication Services
218 Minnesota - Northern	336 North Carolina	501 Arkansas
219 Indiana - Northern	337 Louisiana	502 Kentucky - Western
224 Illinois	339 Massachusetts	503 Oregon - Portland tri-metro
225 Louisiana	340 US Virgin Islands	504 Louisiana - Eastern
227 Maryland	341 California	505 New Mexico
228 Mississippi	345 Cayman Islands	506 New Brunswick
229 Georgia - (split from 912)	347 New York - not Mnhtn (split from 718)	507 Minnesota - Southern
231 Michigan	351 Massachusetts	508 Massachusetts - Eastern
234 Ohio (overlay 330)	352 Florida - North	509 Washington - Eastern
239 Florida	360 Washington - Western	510 California - East Bay Area
240 Maryland	361 Texas - (split from 512)	512 Texas - Southern
242 Bahamas-Caribbean	369 California - (split from 707)	513 Ohio - Southwest
246 Barbados-Caribbean	380 Ohio	514 Quebec - Montreal
248 Michigan - Oakland Cty	385 Utah	515 Iowa - Central
250 British Columbia	386 Florida	516 New York - Nassau County LI
251 Alabama	400 Service Access Code	517 Michigan - Central
252 North Carolina	401 Rhode Island	518 New York - Northeast
253 Washington - Tacoma	402 Nebraska - Eastern	519 Ontario - Southwest
254 Texas - Ft. Worth	403 Alberta Canada, Southern	520 Arizona
256 Alabama - Huntsville/North AL	404 Georgia - Metro Atlanta	530 California - Northern
260 Indiana	405 Oklahoma- Southern & Western	540 Virginia
262 Wisconsin	406 Montana	541 Oregon
264 Anguilla	407 Florida - Greater Orlando	551 New Jersey
267 Pennsylvania (overlay 215)	408 California - Central Coastal	555 Not Available
268 Antigua/Barbuda-Caribbean	409 Texas - Southeast	557 Missouri
269 Michigan	410 Maryland - Eastern	559 California - Central
270 Kentucky	411 Directory Services	561 Florida - Greater Palm Beach
276 Virginia	412 Pennsylvania - Pittsburgh	562 California - Los Angeles
278 Michigan overlay suspended	413 Massachusetts - Western	563 Iowa
281 Texas - Houston Area	414 Wisconsin - Eastern	564 Washington - (overlay 360)
283 Ohio	415 California - San Francisco	567 Ohio
284 British V.I.-Caribbean	416 Ontario - City of Toronto	570 Pennsylvania - (split 717)
289 Ontario	417 Missouri - Southwest	571 Virginia
300 Service Access Code	418 Quebec - Northeast	573 Missouri
301 Maryland - Southern & Western	419 Ohio - Northwest	574 Indiana
302 Delaware	423 Tennessee - Eastern	575 New Mexico
303 Colorado - Denver & suburban	424 California (overlay 310)	580 Oklahoma
304 West Virginia	425 Washington - Seattle east suburbs	585 New York
305 Florida - Southeast	430 Texas	586 Michigan overlay
306 Saskatchewan	432 Texas	600 Canada/Services
307 Wyoming	434 Virginia	601 Mississippi



Where world class communications meet superior customer service

1-888-357-5055

D&M Area Code Look-Up Chart

602 Arizona	767 Dominica	869 St.Kitts and Nevis-Caribbean
603 New Hampshire	770 Georgia	870 Arkansas
604 British Columbia	772 Florida	872 Illinois overlay deferred
605 South Dakota	773 Illinois - Chicago	876 Jamaica
606 Kentucky - Eastern	774 Massachusetts	877 Toll-Free Calling
607 New York - South Central	775 Nevada	878 Pennsylvania
608 Wisconsin - Southwest	778 British Columbia	880 Paid 800 Service
609 New Jersey - Southern	780 Alberta, Edmonton & North	881 Paid 888 Service
610 Pennsylvania	781 Massachusetts	882 Paid 877 Service
611 Repair Service	784 St. Vincent/Grenadines	888 Toll-Free Calling
660 Missouri	785 Kansas - Northern	900 Value Added Info Svc Code
661 California - (split from 805)	786 Florida - Overlay the 305 area	901 Tennessee - Western
662 Mississippi	787 Puerto Rico-Caribbean	902 Prince Edward Island, Nova Scotia
664 Montserrat-Caribbean	800 Toll-Free Calling	903 Texas - Northeast
667 Maryland	801 Utah	904 Florida - Northeast
669 California	802 Vermont	905 Greater Toronto, except Toronto
670 CNMI-Mariana Islands	803 South Carolina	906 Michigan - Upper North
671 Guam	804 Virginia - SouthEast	907 Alaska
678 Georgia	805 California - SouthCentral	908 New Jersey - Central
679 Michigan overlay suspended	806 Texas - North Panhandle	909 California - Riverside & S. Bernardino
682 Texas	807 Ontario - NorthWest	910 North Carolina
689 Florida	808 Hawaii	911 Emergency Services
700 Service Varies by LD Carrier	809 Caribbean Islands	912 Georgia - Southern
701 North Dakota	810 Michigan - Northern	913 Kansas - Northeast
702 Nevada - Clark County	811 Special Function	914 New York - Southern
703 Virginia - Northern & Western	812 Indiana - Southern	915 Texas - Western
704 North Carolina - Western	813 Florida - Tampa area	916 California - Sacramento
705 Ontario - Northern	814 Pennsylvania - West Central	917 New York City
706 Georgia - Northern	815 Illinois - Northern	918 Oklahoma - Northeast
707 California - North Coastal	816 Missouri - North West	919 North Carolina - Eastern
708 Illinois - NorthEast	817 Texas - North Central	920 Wisconsin
709 Newfoundland, Labrador	818 California - SF Valley, LA area	925 California - San Francisco Bay area
710 Gov Emergency Telecom Svc	819 Quebec - Eastern	928 Arizona
711 Special Function	822 Future Toll-Free Svc.	931 Tennessee
712 Iowa - Western	828 North Carolina	935 California - (split from 619)
713 Texas - Houston	830 Texas -South, near San Antonio	936 Texas - (split from 409)
714 California - Orange County	831 California, Central Coastal	937 Ohio - Dayton, SW Ohio
715 Wisconsin - Northern	832 Texas, Houston area	939 Puerto Rico
716 New York - Western	833 Future Toll-Free Svc.	940 Texas - Ft. Worth
717 Pennsylvania - East Central	835 Pennsylvania	941 Florida - Cape Coral area
718 New York - NYC except Mnhtn	843 South Carolina	947 Michigan
719 Colorado - Southern & Eastern	844 Future Toll-Free Svc.	949 California - Orange County
720 Colorado - Denver & suburban	845 New York	951 California
724 Pennsylvania - Western	847 Illinois - Chicago suburbs	952 Minnesota - Minneapolis Suburbs
727 Florida Greater St. Petersburg	848 New Jersey	954 Florida - Greater Ft. Lauderdale
731 Tennessee	850 Florida panhandle	956 Texas - Laredo/Brownsville
732 New Jersey - Central	855 Toll-Free Service.	959 Connecticut - (overlay 860)
734 Michigan - Ann Arbor/Ypsilanti	856 New Jersey - Southern	970 Colorado - Northern & Western
737 Texas	857 Massachusetts	971 Oregon
740 Ohio - Southeast	858 California - (split from 619)	972 Texas - Dallas
747 California	859 Kentucky	973 New Jersey - Northern
752 California	860 Connecticut	975 Missouri
754 Florida	862 New Jersey	978 Massachusetts
757 Virginia	863 Florida - South Central	979 Texas
758 St. Lucia-Caribbean	864 South Carolina	980 North Carolina
760 California - San Diego	865 Tennessee	984 North Carolina
763 Minnesota - Minneapolis Suburbs	866 Toll-Free Svc.	985 Louisiana
764 California	867 Yukon/N.W.Terrés	989 Michigan
765 Indiana - Outside Indianapolis	868 Trinidad and Tobago-Caribbean	



Where world class communications
meet superior customer service

1-888-357-5055