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D&M Communicator

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VOLUME 3 ISSUE 8

AUGUST 2009

SPECIAL POINTS OF INTEREST

- **Looking For An Inexpensive Way To Generate Sales Leads?** (page 1)
- **Learn How To Be A Better Negotiator** (page 2)
- **Give A Presentation That Leaves Your Audience Asking For More** (page 3)

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From The Desk Of The President

Lynda Kopelakis, a D&M Project Manager, recently received a letter from H Mart Companies, a D&M client and one of the largest Korean grocery supermarket chains in the country.

I was particularly pleased when I read this letter because it exemplified the exact experience we want all of our clients to have.

Specifically, the letter, which was written by Danny Kim, Deputy Manager, HQ Informa-

tion Technology & System Development, read "Lynda, Thank you for the quick and courteous service as usual. It is because of employees like you that makes D&M our #1 choice for telecommunications support."



Steven Gerhardt, President, D&M Enterprise Group

This letter resonated with me because quick, courteous, and service as usual

are the same attributes I hope to receive when I call a vendor.

In my world of treat people the way you want to be treated, Danny's letter reminded me that the golden rule still carries a lot of weight.

Finally, I want to introduce you to D&M's newest Project Manager, Christine Schachtel. Christine has extensive experience with customer service and has already proven to be an invaluable member of the D&M team.

steve

Automated Prospecting For Leads

Few would argue that, when it comes to business opportunities and sales, the toughest part is reaching potential customers. While there are a number of Internet marketing strategies available to business owners, many of them are exorbitantly expensive. For example, while Google pay-per-click ads are an effective means of driving traffic to your website, you may end up paying several dollars per click, and \$100 to \$200 per conversion.

When you have a small prospecting budget, you often end up doing things the old-fashioned way. That means picking up the phone and calling people. But this method is problematic on a number of levels. First, there's the dreaded Do Not Call List. If you run afoul of that, you could get into hot water in no time at all. Second, there's the sheer time involved. If, for example, you purchased 10,000 leads, that's 10,000 phone numbers to call. If you call 50 numbers per day (a reasonable average), it will take you 200 workdays to get through your

entire list. While it's possible to make all those calls, you likely won't see any significant return on your investment of your time and energy.

For prospecting to succeed, you need what's called an economy of scale. You need the equivalent of a whole team of telemarketers working for you. Thanks to technological advances, with a minimum investment of time and money you can have the equivalent of a team of telemarketers without hire a soul.

How is that possible? With the right web-based platform, you can actually complete 10,000 calls in 30 minutes - without ever making a single outbound call. Instead, you record your own message (usually around 30 seconds long), download your phone leads (either those you own or those you've purchased) into the system, and hit "send." The technology automatically calls everyone on your list and delivers your message. Then, your phone starts ringing with what are essentially pre-qualified leads. You've broadcast your message, and now those who are interested in your product or service are calling you.

Best of all, when you choose the right platform, your list of phone numbers is automatically scrubbed using the Do Not Call List. And because the process is automated, this type of prospecting is incredibly inexpensive - about a penny and a half for every connected call.

For example, if you have 1,500 calls to make and two-thirds answered the phone, your cost would be around \$15. If your product retails for \$500, and you get a conversion rate of .006 percent, that's \$3,000 in sales. That's an incredible return on investment. Heck, even if your conversion rate was half that, you'd still have \$1,500 in sales on an investment of \$15.

When you're looking for this kind of automated recruiting platform, make sure to find one that is a business tool with a business opportunity attached to it.

For recommendations on companies that offer automated outbound calling, contact your D&M Project Manager at 1-732-335-5510.

Basic Negotiating Tips

You don't have to go to a negotiation seminar to sharpen up your ability to negotiate, although that's not a bad idea if you negotiate on a daily basis. Here are some basic negotiation principles, skills, hints and tips to help you learn.

We all negotiate in our personal and professional lives. We negotiate when we go to a garage sale, or when we want to do something different at work, or when we are dealing with members of the public.

Sometimes it's easy to negotiate, but other times, when we have a great deal at stake or we are upset, the task can be intimidating or difficult.

We are going to talk about some tips to effective negotiating that can help you work more effectively with your customers, co-workers, and boss. They are also applicable to other interpersonal situations.

Overview of The Negotiation Process

Negotiating is the process by which two or more parties with different needs and goals work to find a mutually acceptable solution to an issue. Because negotiating is an interpersonal process, each negotiating situation is different, and influenced by each party's skills, attitudes, and style. We often look at negotiating as unpleasant because it implies conflict, but negotiating need not be characterized by bad feelings or angry behavior. Understanding more about the negotiation process allows us to manage our negotiations with confidence and increases the chance that the outcomes will be positive for both parties.

Barriers To Successful Negotiation: Viewing Negotiation As Confrontational

Negotiation need not be confrontational. In fact effective negotiation is characterized by the parties working together to find a solution, rather than each party trying to WIN the contest of wills. Keep in mind that the attitude that you take in negotiation (e.g., hostile, cooperative) will set the tone for the interaction. If you are confrontational, you will have a fight on your hands.

Trying To Win At All Costs

If you "win," there must be a loser, and that can create more difficulty down the road. The best perspective in negotiation is to try to find a solution where both parties "win." Try not to view nego-

tiation as a contest that must be won.

Becoming Emotional

It's normal to become emotional during negotiation that is important. However, as we get more emotional, we are less able to channel our negotiating behavior in constructive ways. It is important to maintain control.

Not Trying To Understand The Other Person

Since we are trying to find a solution acceptable to both parties, we need to understand the other person's needs and wants with respect to the issue. If we don't know what the person needs or wants, we will be unable to negotiate properly. Often, when we take the time to find out about the other person, we discover that there is no significant disagreement.



Knowing when to negotiate is a key component of the negotiating process.

Focusing On Personalities, Not Issues

Particularly with people we don't like much, we have a tendency to get off track by focusing on how difficult or obnoxious the person seems. Once this happens, effective negotiation is impossible. It is important to stick to the issues, and put aside our degree of like or dislike for the individual.

Blaming The Other Person

In any conflict or negotiation, each party contributes, for better or worse. If you blame the other person for the difficulty, you will create an angry situation. If you take responsibility for the problem, you will create a spirit of cooperation.

Some Negotiation Tips

Solicit The Other's Perspective
In a negotiating situation use questions to find out what the other person's concerns and needs might be. You might try:

- What do you need from me on this?
- What are your concerns about what I

am suggesting / asking?

• When you hear the other person express his or her needs or concerns, use listening responses to make sure you heard correctly. For example: So, you are saying that you are worried that you will get lost in the shuffle and we will forget about you...Is that right?
If I have this right, you want to make sure that the phones are covered over lunch?

State Your Needs

The other person needs to know what you need. It is important to state not only what you need, but why you need it. Often disagreement may exist regarding the method for solving an issue, but not about the overall goal.

For example: I would like an hour on Tuesday to go to the doctor. I want to make sure I am healthy so I can contribute better to the organization.

Prepare Options Beforehand

Before entering into a negotiating session, prepare some options that you can suggest if your preferred solution is not acceptable. Anticipate why the other person may resist your suggestion, and be prepared to counter with an alternative.

Don't Argue

Negotiating is about finding solutions...Arguing is about trying to prove the other person wrong. We know that when negotiating turns into each party trying to prove the other one wrong, no progress gets made. Don't waste time arguing. If you disagree with something, state your disagreement in a gentle but assertive way. Don't demean the other person or get into a power struggle.

Consider Timing

There are good times to negotiate and bad times. Bad times include those situations where there is:

- A high degree of anger on either side
- Preoccupation with something else
- A high level of stress
- Fatigue

Schedule negotiations to avoid these times. If tension mounts during negotiations a time-out/rest period is in order, or perhaps rescheduling to a better time.

Conclusion

Negotiating is a complex process but one worth mastering. If you keep in mind that you are responsible for the success or failure of negotiation, and if you follow the tips above, you will find the process easier.

How To Liven Up Your Presentations

First of all, getting and keeping an audience's attention is probably the most important thing that a presenter must be able to do. There are other things that are important, but if the audience members are day-dreaming or not listening, they just aren't going to hear you. In addition, bored audiences are noisier, and are more distracting to the presenter since they tend to talk amongst themselves, shuffle paper, and get up and leave.

You don't have to be a psychologist to understand how attention works, since the principles can be summarized quite easily. Once you know the basic principles, you can modify your presenting behavior to ENHANCE interest and attention. We will get to the actual attention getting techniques later. Right now we need to understand the principles.

1. Relevance

Audience members will pay very close attention to something they perceive as having relevance to their own lives and concerns. This is pretty obvious, really. Unfortunately, check out #2 below.

2. Importance of Highlighting/Linking

Meeting participants often will not see the relevance of what is being said without the implications being teased out for them and highlighted. In other words, you may be presenting something that the audience should be seeing as relevant or important, but they don't see it as such. You need to highlight by linking the fact or piece of information to the benefit it relates to. You need to explain the significance of what you are saying.

3. Change

People have difficulty attending to anything that does not change or is relatively constant or repetitive. We learn to tune out unchanging sound such as air conditioning,

although we will notice when it goes OFF. That's why a monotone voice is so boring, or why it is more difficult to pay attention to a presenter at a podium than to one who is moving around (generally).

4. Controlled Change

The key element in generating human attention is introducing controlled change in the environment. It is the presenter's role to change things up....use AV, move, change voice tone, speed, etc. This conveys enthusiasm.

5. Distractions

People may pay attention to things that are irrelevant or trivial, since many people have trouble identifying key points or issues.

Those in attendance will be distracted by little things that are out of the ordinary (try leaving your zipper undone or jiggling your keys). They also will miss key points unless you help them.

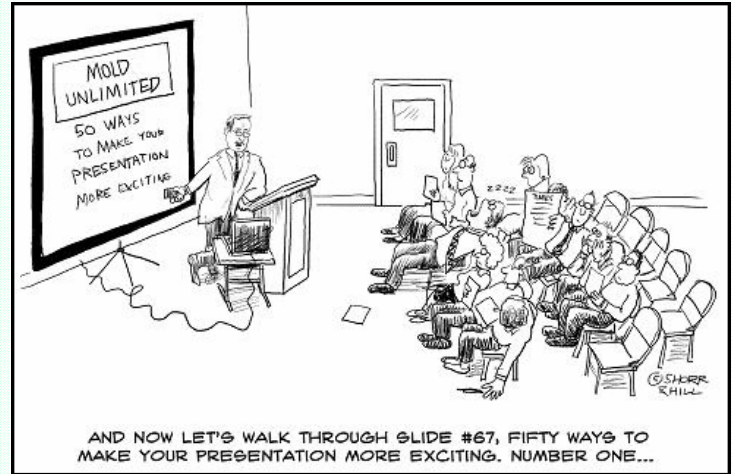
Applications

Based on these principles we can make the following suggestions for presenters.

1. Within the first five minutes of any presentation, the presenter must create the idea that what will be said is of relevance to the audience. It is important that the presenter understand the concerns of the audience with respect to the topic and address them early. Always establish relevance from the point of view of the audience!

2. Even in the shortest presentation, the presenter "sends" a lot of information. The audi-

ence will only retain a portion of that information, so it is important that they retain the major points, not tangential details. Presenters can help the audience focus on the key points through verbal emphasis (tone, loudness,



silence), use of overheads and flipcharts for KEY points, etc.

3. It is difficult for an audience to pay attention for extended periods of time PROVIDED that there is little change in the speaker's behavior. The worst tactic is to stand still, and talk in a monotonous drone, or show slide after slide, or overhead after overhead. An expert presenter, using change elements, can keep attention for very long periods of time by using him/her self as a changing focal point for attention. This means using:

- Movement
- Gestures
- Variations in voice tone, volume
- Strategic silence
- Colorful, picturesque language
- Varying distance from audience
- Varying speed of speech

“Did You Hear About...”

Konosuke Matsushita was born in 1894, in a small farming community in western Japan. By the time he died in April 1989, the company he founded, Matsushita Electric Industrial Co. Ltd., had become a multi-national giant in the field of electrical appliances.

With nearly 20,000 employees, Matsushita grew such household brand names as National, Panasonic and Technics.

Konosuke recounts a meeting with a young reporter who'd asked him what was the secret of his success? It was a question Matsushita had often been asked, but for which

he never felt he had a satisfactory answer. On this occasion he said he thought of a clever answer.

Matsushita asked the reporter: “What would you do if you were caught in a rainstorm?”

The reporter thought about the question and then replied: “I would take out an umbrella.”

Matsushita said that was his answer to the reporter's question. The reporter was bemused until Matsushita explained:

“A natural response to a natural phenomenon – that is the secret of success in business and

management. You will always win if you rely on common sense. This advice,” added Matsushita “I believe, also applies to the management of your own life. I can assure you, however, it is not always easy to put into practice.”



Make The Most Of Every Day

Jim Meisenheimer, the creator of No-Brainer Sales Training, has some excellent advice to make the most of every day.

According to Jim, the best day of the week is TODAY, of course. Yesterday's are lost forever, and we know only too well that tomorrow isn't promised to anyone.

When you're reading the morning newspaper and don't see your name in the obituary - declare it a great day.

Some salespeople squander time and some people squander money and even more salespeople squander both. That's just plain stupid.

Start treating every day as a gift and you'll spend your time more productively. Begin every day with a blank canvas. You're an artist and you have complete control over how you spend the day. Grab your brush and start painting.

To M.A.K.E. the most of every day, do the following:

Monitor the critical sales performance elements in your business. Know your numbers. Know your statistics. Identify your selling weaknesses and work diligently to transform them into strengths. Every day ask this question, "How can I do it better?" Then do it better.

Adjust your attitude. Tough people always figure out a way to deal with tough times. Be tough. You can achieve anything you can imagine. The key is to imagine good things happening to you. To be on the safe side though, make sure you convert your dreams into written goals with specific action steps.

Keep learning. Don't let a single day go by without learning something new about the sales profession. Subscribe to trade periodicals or read a good sales book, listen to CD's as you drive from account to account. The more you study, the more you'll sell. Remember, you have to learn more to earn more.

Enjoy the ride. Face it - life's too short. Customers and sales prospects are people. Enjoy the time you spend with them. Take an active interest in their business and learn about their personal interests. You probably have more in common than you think.

Don't put your family on hold. Don't hit the mute button when it comes to outside interests and hobbies. Nothing is more dreadful than facing retirement with zero hobbies and no favorite pastimes. Waking up and falling asleep with CNN is no way to usher in your golden years.

With a little planning and flexibility you can M.A.K.E. every day THE BEST DAY OF THE WEEK.

Explore Your Options In Telephony Software

In telecommunications, when the term telephony is used, it encompasses the general use of equipment and software to link two or more telephones.

The goal is to allow individuals to communicate over long distances. Telesales have moved telephony software outside of the realm of simply allowing two people to talk. Today, many different telephony software solutions have been developed to aid sales agents through the entire sales process.

A key advancement in telephony software is known as CTI (Computer Telephony Integration). This technology allows telephones and computers to interact with each other and to share information. Here is an example of CTI in action: when an incoming phone call is received by a sales agent, the computer automatically recognizes that phone number, finds that number within its database, and displays on the computer screen of the sales rep all of the information stored on that individual. With this automatic data retrieval the sales agent is prepared to have a profitable interaction with the caller.

The database that makes this possible is called a CRM (Customer Relationship Management). In addition to storing information on each contact, this piece of telephony software organizes, calendars, and tracks all of the processes that are done as part of inside sales. A customer relationship management system is most useful when another telephony software solution

is utilized: the power dialer.

One of the most basic tasks for a sales representative is placing a call. He or she can make three times their previous volume of calls per day by switching from manual dialing to using a power dialer.

A power dialer is programmed with an uploaded list of phone numbers, and then automatically dials those numbers one at a time for the sales agent. When a call is answered, it is instantly routed through to the agent. This telephony software solution capitalizes on the incredible data management capabilities of a CRM.

A myriad of additional telephony software can be incorporated with the CRM and power dialer pairing. Web form callback technology allows leads to be created within the CRM every time a web form is submitted on the company website. Voice message broadcasting technology allows sales representatives to automatically send prerecorded messages to an entire list of leads. Automatic call distribution technology removes the need for an operator to route incoming calls through to the appropriate agent.

These are just a few of the different telephony software tools available to inside sales departments today. Look for a company that offers a variety of software solutions that are already fully integrated with their CRM and power dialer.

Sales Tips Of The Month

Develop URGENCY to buy! When a prospect avoids making the decision to buy from you, it's typically because they have no sense of urgency to buy. Your challenge is to prove to the prospect that buying now is best for them and you must be able to offer solid reasons why. What will they miss if they wait even one more day? What are the benefits if they go ahead now? In other words, what's in it for them? Remember...the reason a customer buys your product or service is because of what it can do for them. Tell them!

READ all you can about behavior and communications. Subscribe to sales and selling newsletters, especially to the many good free newsletters available from sales and selling websites, and other websites relating to behavior, business, marketing and communications.

Why Some Ideas Work And Others Don't

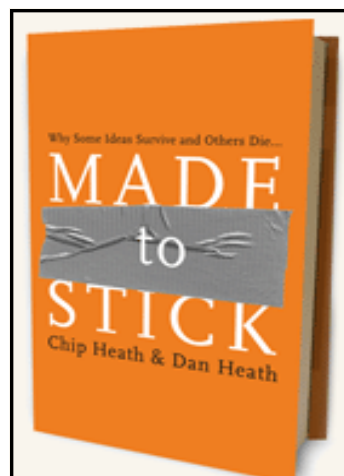
In *Made To Stick*, Chip and Dan Heath look at the ins and outs of why some ideas flourish yet others wither on the vine. Part human nature study, part history lesson and practical wisdom acquired by both experience and experiments, *Made To Stick* examines how to make your idea stand out in a crowd.

This book, which is easy-to-absorb and entertaining as well, is for anyone who has a concept that they want to share. Yes, those in publicity can benefit from *Made To Stick* - that's a given. But we all have ideas; scientists, teachers, businessmen, journalists and even parents want to impart their life's knowledge to their offspring. Their guidelines can help anyone achieve those goals.

The Heaths have put together six principles on what makes a concept "sticky," i.e., memorable. They are: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions and Stories. That's right, SUC-CESS.

To get these points across, it only takes one look at any of the many Urban Legends that, with the advent of our computer age, have taken on a life of their own. *Stick* starts off with one such myth, the "Organ Thief" cautionary tale. This is the story that revolves around someone, typically a friend of a friend, who takes a step off of their morality path and pays for it in the end with the loss of a vital body part. It's simple: a guy walks into a bar. Unexpectedly, he's approached by a beautiful woman offering to buy him a drink. It is concrete and credible... even if you've never been in a bar, you surely must know at least one person who has. It evokes the fear that can arise from participating in even the most mundane of actions. It tells a story.

Using this legend to begin their book brings home the point of just why this book is for "everyman." It, like the rest of *Made To Stick*, is



written in a friendly, almost breezy manner that sucks the reader into wanting to know more. This is not a journal that talks down to its readership, as many self-help and text books tend to do. Nor does it take a complex pre-course of study to understand where it's

coming from and how to make it work for you. It's the combined talents of its two authors and a love for what they do that makes it all happen.

Made To Stick: Why Some Ideas Survive And Others Die is published by Random House (2007).

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
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