



# D&M Communicator

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## SPECIAL POINTS OF INTEREST

- You are due a refund for taxes paid on long distance calls (page 1)
- Are you a victim of cramming? You may be in for a surprise (page 2)
- How to avoid voice mail limbo (page 3)

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## From The Desk Of The President

At D&M we like to think of ourselves as a full-service provider of voice, data, Internet and wireless services. However, in this issue we are going to extend the bounds of our expertise and provide some tax advice as well. At the bottom of this page is a story on how you can recover the excise tax you have paid on long distance calls since 2003!

Since many of our clients are unwitting victims of cramming schemes, I have included a comprehensive overview of this issue on page 2. If you are not diligent, these scams could be costing your company thousands of dollars each year.

I also want to remind you to visit D&M's newly revised and updated website at [www.DMenterprise.net](http://www.DMenterprise.net).



**Steven Gerhardt, President, D&M Enterprise Group**

Among other useful information, you will find a white paper on 7

easy steps to lowering your phone bill. You can also submit a question to our team of experts or just familiarize yourself with the wide variety of services we offer.

As always, if you have any questions about your existing service, a billing question, or you are outgrowing your current set-up and need to increase your bandwidth or add more lines, do not hesitate to call me or your D&M representative. We can be reached at 1-888-357-5055.

I look forward to hearing from you!

*Steve*

## How To Get Your Excise Tax Refund

The telephone excise tax refund is a one-time credit that eligible taxpayers and businesses can request on their 2006 federal income tax returns. The refund is a credit that gives back long-distance federal excise taxes paid in previous years.

Specifically, if you paid taxes on long distance charges for a land line, cell phone, Voice over Internet Protocol service, or bundled service, for which you received a bill at any time between March 1, 2003 and July 31, 2006, you are eligible to request a telephone excise tax refund.

There are two options available to figure how much refund to request.

The first option is to request the actual amount of refundable telephone excise tax you paid. You will need the amount of federal telephone excise tax you paid from each of your telephone bills for the 41 months from March 2003 through July 2006. You will then need to determine what portion of the tax you paid is on long distance or bundled service. If, after reviewing the instructions for Form 8913 and looking at your telephone bills, you still have questions about how to identify the federal excise tax paid on long distance or bundled service, contact your telephone service provider for assistance.

You can use the second option, an IRS-approved estimation for-

mula, if you don't have all of your telephone bills, but know the amount you paid for telephone service. To use this option, you will need copies of your April 2006 and September 2006 telephone bills, the amount paid for telephone service from March 1, 2003 through July 31, 2006, and the number of employees you had as of the second quarter of 2006. The instructions for Form 8913 contain detailed information on how to figure the refund, and applicable interest, using both of these options.

We urge all of our clients to take advantage of the refund that is due to you. If you would like more information, call D&M at 1-888-357-5055 or send us an email to [customersevice@DMenterprise.net](mailto:customersevice@DMenterprise.net).



The FCC oversees cramming charges and inquiries

### Admitting Flaws

In the mid-1980's researchers at Cleveland State University made a startling discovery.

They conducted an experiment by creating two fictitious job candidates: David and John. The candidates had identical resumes and letters of reference. The only difference was that John's reference letter included the following sentence "Sometimes, John can be difficult to get along with."

They showed the resumes and reference letters to a number of personnel directors. Which candidate did the personnel directors overwhelmingly prefer? Difficult to get along with, John.

The researchers concluded the criticism of John made praise of John more believable. Admitting John's wart actually helped sell John. **Admitting flaws gives you more credibility — A key to selling.**

# Telephony Terms: Cramming

"Cramming." No, we're not talking about studying for an exam, although you may want to study your monthly phone bill more closely in the future. This type of cramming refers to unexplained charges on your phone bill for services you never ordered, authorized, received, or used.

Sometimes a one-time charge for entertainment services will be crammed onto your phone bill. Other times, monthly recurring charges are crammed onto your phone bill.

Cramming of monthly recurring charges falls into two general categories: club memberships, such as psychic clubs, personal clubs, or travel clubs; and telecommunications products or service programs, such as voice mail, paging, and calling cards.

### Cramming Schemes

Most of these scams occur through the use of an 800 number. Others are initiated by contests or sweepstakes. They are all deceptive, and you should dispute the charges.

**Here are some tips** to help you avoid cramming scams.

Be aware that your local telephone company may bill for services provided by other companies. Your local phone bill may include charges for long distance telephone calls, information or entertainment services accessed through 900 numbers or pre-subscription agreements, club memberships, and non-basic telecommunications services like voice mail or paging.

With the right technology, companies can get your phone number when you call them, using a process similar to caller ID.

Once they have your number, an unscrupulous company can cram charges onto your phone bill.

What's more, since this technology can automatically bill the phone number that is called from, other people using your phone can cause charges to be billed to your phone.

Carefully read the fine print before you fill out contest forms, especially if they ask for your phone number. Likewise, read the fine print before you place a call in response to a sweepstakes promotion.

Be cautious about calling unfamiliar 800 numbers. Be especially wary if you're told to enter codes, leave your name, or answer "yes" to prompts.



**Kevin Martin is Chairman of the FCC**

Unscrupulous entertainment providers may use this ruse to send you a bill.

900 numbers cost money, even if you're calling to claim a "free" prize. All 900 numbers that cost more than \$2 must give you a brief introductory message about the service, the service provider, and the cost of the call. You have three seconds after the message ends to hang up without being charged.

Consider a 900 number block; it stops calls from going through to 900 number services. Blocks, which are free and can be obtained simply by asking your carrier, also are available for international, long distance, and local toll calls. Call your local phone company

for details.

Check your phone bill every month for unfamiliar charges. Sometimes, a call placed to a toll-free number may be fraudulently billed as a 900 number, collect call, or international call. Also, calls to information and entertainment providers in foreign countries may not be described as such. They may be listed as ordinary international toll calls, or calling card calls.

Examine your phone bill for recurring monthly charges. These charges typically appear as "Miscellaneous Charges and Credits." They may be so small, or described in such general terms, that they're easy to overlook or to confuse with valid services you may have ordered from another provider. Watch for fees described as "Min. Use Fee," "Activation," "Member Fee," "Voice Mail," or some similar phrase. If you find an error on your bill, follow the instructions on your statement. You will be told who to call or write to dispute the charge. Follow up any phone conversations with a letter, sent by certified mail, return receipt requested. That's your proof that the company received your letter. Keep a copy for your files.

### Where to Complain

First try to resolve the problem by contacting the telephone company, information provider, or billing agent whose toll-free number is listed on your phone bill. If you call, follow up with a letter.

As an alternative, you can bring suspected cramming charges to the attention of your D&M representative. If we determine you were indeed a victim of cramming, we will work with the carrier to have credits issued to your account.

# News You Can Use: Avoid Voice Mail Limbo

First, let's understand why your calls aren't being returned. Consider the person at the other end. Like you, they are running around with 30 things they need to do, people constantly interrupting them, and deadlines to meet. And Joe Blow calls them and says, "Hey, wanna buy an alarm system? Call me back okay?"

If you were really busy would you call them back? Would you call them back AT ALL with that message knowing it's a salesperson? I'm willing to bet even if the person knows you, they still might forget to phone you back. Most people are not organized enough to schedule callings.

If you're in sales or any profession where you have to call people, you've been relegated to voice mail more times than you care to recall. Considering your livelihood may depend on it, how do you get calls returned?

Let's examine some tested and proven ways to get those calls returned.

1. Stop selling and keep it short: Have you ever received a 2 minute voice mail that is selling you something? I am willing to bet you never phoned them back because you didn't want to listen to how good a company they were for 2 minutes.

Burn this into your brain: The goal of voice mail is to get the prospect/customer to call you back...period.

It's not to close the sale, and not to go on and on about your product it's to get them to pick up the phone and call your number. That's it. Now with that as your number 1 rule in voice mail, you can adapt any of these 6 techniques to your business.

2. Don't focus on "ME," focus on "YOU." No one buys your product or you...they buy a solution to their needs/wants. Listen to your voice mail script...how many "I's, We's, and Our's" are there? Unless you are including the prospect in those words, remove as many as you can and replace them with "Your and You's."

3. Use their Name: Everyone feels good when they hear their name. It shows respect. Show them respect in their voice mail, and you will likely hear back from them.

4. Call prospects and customers during off hours: If you have their name and extension, phone them at 6am or 9pm. That way, they will call you back during 9-5pm instead of while you are calling other people...Have you ever had a call missed from a prospect while you were leaving a voice mail to someone else? It hurts.

5. Be compelling. Arouse curiosity. If you sound and say what everyone else is saying/doing, then you will be treated like everyone else---ignored.

6. Make sure you leave your name and number twice and so slowly.

You should repeat your name and number SLOWLY because the less the other person has to rewind his VM and try to figure out your name and number, the more you will get called back.

Here are some other proven techniques:

1. Appeal to their curiosity: "Hi (name), this is (your name). I have some questions about (their company, product or service). You can reach me at (your number). That's (your name) at (your number). Thanks." Make sure you have a few good questions about their company. Lead into your solution as if you were a consultant.

2. Appeal to their ego: "Hi (name), I need your approval on something. You can reach me at (your number). That's (your name) at (your number). Thanks."

3. Appeal to their desire to help: "Hi (name), I need your help with something. You can reach me at (your number). That's (your name) at (your number). Thanks."

4. Appeal to their need to resolve a problem: "I heard that (their company) is having issues with (a problem). I have an idea for you that will likely help you out. You can reach me at (your number). That's (your name) at (your number). Looking forward to speaking with you later (name)."

Hopefully, with these added tools in your arsenal, reaching your sales goals just became a little easier!

## Sales Tip Of The Month

**You don't need the lowest price to make a sale...You need the best solution! If you spend your time finding the best solution instead of justifying your price, you are well on your way to creating a win-win scenario.**

## "Did You Hear About..."

Pete Rose, the famous baseball player, was being interviewed in spring training the year he was about to break Ty Cobb's all-time hits record.

One reporter blurted out, "Pete, you only need 78 hits to break the record. How many at-bats do you think you'll need to get the 78 hits?"

Without hesitation, Pete just stared at the reporter and very matter-of-



**Pete Rose**

factly said, "78." The reporter yelled back, "Ah, come on Pete, you don't expect to get 78 hits in 78 at-bats do you?" Mr. Rose

calmly shared his philosophy with the throngs of reporters who were anxiously awaiting his reply to this seemingly boastful claim. "Every time I step up to the plate, I expect to get a hit! If I don't expect to get a hit, I have no right to step in the batter's box in the first place! If I go up hoping to get a hit," he continued, "then I probably don't have a prayer to get a hit. It is a positive expectation that has gotten me all of the hits in the first place."

# D&M Partners With Shared Technologies To Offer "Best In Class" Phone Systems

In a move that assures D&M clients have unfettered access to the premier phone systems on the market, the company has partnered with Shared Technologies.

Shared Technologies operates as a stand alone, privately held business, and has solidly secured its position as the leading, full-portfolio, full-service, distributor for Nortel Networks, NEC and Lucent Technologies in the United States. With literally thousands of successful installations in more than

forty US markets, Shared Technologies has the experience to improve the phone



system of virtually any size company.

With more than 600 employees and

annual revenues exceeding \$200 million, Shared Technologies credits its success with its "old world" business values. The company operates each day from the perspective of creating a company where their employees' children will be able to work. WOW — If that's how they treat their employees, you can imagine how well they treat their clients!

To see if your company can benefit from a Shared Technologies' solution, contact a D&M representative today by calling 1-888-357-5055 or email us at [customerservice@DMenterprise.net](mailto:customerservice@DMenterprise.net).

## About D&M

Founded in 2001, D&M Enterprise Group has more than 10,000 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 COMAuditor 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.



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