



D&M Communicator

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SPECIAL POINTS OF INTEREST

- Reverse phone look-up methods that work (page 1)
- Learn how to be an effective communicator (page 2)
- It's easy to give a great presentation when you follow these simple tips (page 3)

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From The Desk Of The President

With the school year coming to an end, your grill's propane tank full, and a vacation in the near future, summer has arrived!

While you may be planning some quality R&R away from your desk this summer, the staff at D&M will be in our office and ready to serve your company's needs. In fact, we will be expanding our staff to better serve you.

Although doing whatever we can to help your business run smoothly is not new information, it may make your time out of the office a little less stressful to know we are only a phone call or email away. Just make sure your

staff has our contact information (1-888-357-5055 or email address:



Steven Gerhardt, President, D&M Enterprise Group

customerservice@DMenterprise.net) and tell them not to hesitate to

call if they suspect a problem with your phone service or Internet.

After all, our company's number one goal is to support the high-quality voice, data and Internet services we provide with superior customer service...not to mention our desire to save you money and reduce your stress level.

So enjoy yourself this summer and take comfort in knowing that with D&M handling all your telephony, data and Internet needs, you have one less thing to worry about.

Steve

Top 3 Ways To Do A Reverse Phone Look-Up

Nothing is as unnerving (and sometimes even scary) as not knowing who has been calling your house - or your spouse!

So if you've managed to salvage the mystery number from either your call-display or your partner's caller history, here's how to find out who's been calling:

1. Use the Reverse Phone Directory on WhitePages.com and AnyWho.com

That's a fairly self-explanatory step, but make sure that you run the search with and without the area code (if no results come up at first). This method will pull up any registered, listed residential and business numbers.

2. Use search engines like Google, Yahoo and MSN to find owner Information on cellular, unlisted, 1-800, and pager numbers.

In very basic terms, simply log

onto Google.com, type in the phone number into the search box, and press search.

Use the following formats when entering the phone number:

- "111-222-3333"
- "1112223333"
- "222-3333"
- "2223333"

It's important to include the quotation marks around the phone number so that results only include that actual number, rather than fragments of it.

If you don't have any luck with Google, repeat the process on MSN.com and Yahoo.com, as each of these search engines has unique and varied results - and reach.

3. Place an official lookup investigation through a reputable online service.

As you've probably already discovered, cellular numbers, unlisted

numbers, some business numbers and pager numbers are not listed in any public directories - and if they are, those directories will either be partial, outdated or both. You'll need to place an actual trace using an investigative firm or service. This will run you about \$35 - \$99 for anything that actually lives up to its claims (you get what you pay for).

Services abound - just make sure that they offer a guarantee (refund policy) in the event that they can't find results on your number. Some even offer a sample or partial search, so you can see if they have the number in their index or not before placing an order. Better yet - find a service that offers both a sample search AND a reasonable guarantee or refund policy.

And, before you begin to worry - yes, it's legal to place a search on someone else's phone number if they've been calling you. And due to the nature of the Internet, it's also discreet.

You Can't Overcommunicate

Proven methods to get your message out effectively

How To Get A Return Call When You Leave A Voicemail Message

If your goal is to get the phone call returned, don't leave information that would allow the person to make up their mind.

Add a call-to-action to your message by providing a key date or something of interest that will encourage the person to return the call. You have to create a reason for them to call you back.

"You can have brilliant ideas but if you can't get them across, your ideas won't get you anywhere."
Lee Iacocca

Communication planning may sound like a big company concept, but it is just as important for a small business or an independent service provider. No matter how independently you like to work, to translate most strategic ideas into reality requires the support of others. Conveying a strategy may not seem difficult, but, the truth is that very few get it right. With a carefully developed communication plan, there is a much better chance of making sure that everyone hears your message, and in a way that will build support.

The first step requires identifying all of the parties who should hear your ideas—start by thinking about everyone who can possibly affect the success of the plan (this might include clients, employees, prospects, business partners, etc). Once all of the different group's of people are identified, a consistent and personalized message can be developed.

MISSED OPPORTUNITY
According to an article in the *Harvard Business Review*, it has been estimated that most organizations under communicate their vision by a factor of ten. Here are a few situations of failed communication.

A senior management team invests weeks devising a new direction, but fails to include certain business areas in the process of developing the plan.

A small business develops an exciting new service and never gets around to telling their current client base about their new capabilities. Technical experts in a business find themselves in the position of selling a service but do not have a consistent, focused and targeted message about the benefits. At http://www.managementhelp.org/plan_dec/str_plan/writing.htm



A bullhorn may get you heard, but if your message does not appeal to your audience's interests, you are wasting both your and their time.

you will find ideas on some great ways to communicate a strategic plan with employees, clients, partners, the community, and the media.

INCREASE THE ODDS
As you start to look strategically at your business, it is important to look at how others outside of your business perceive your company (which may require some research). If the marketplace is not thinking about your business in the same ways that you are striving to become known, a new look at what you are offering, or in many cases a better way of communicating, may be in

order.

Doug Hall, in a very informative book titled *Jump Start Your Business Brain*, shares his research-based ideas on what successful businesses do differently. What is so fascinating is that all of his research boils down to three ideas. He says that what separates those who succeed from those who don't is simply the ability to show (and communicate) to your target audience the following three things:

1. An Overt Benefit — what's in it for them
2. A Real Reason to Believe — why they should believe you will deliver on your promise (the overt benefit)
3. Your Dramatic Difference — that what you offer (your overt benefits and their reason to believe) is revolutionary and 'new-to-the-world'

REAL COMMUNICATION
Establishing trust and credibility is critical before someone will believe you. People want to see consistency in words, values, vision and actions. If you are not being honest and genuine, your message will be discounted or ignored. Here are a few ideas that might help you become a better communicator.

Listen for understanding and be empathetic to the feelings of your audience. When you speak, your listeners are watching to be sure that your facial expressions and body language match what you are saying. Practice writing and speaking—you will improve with practice. Get help with tough communications. Discuss your ideas with friends and associates, who can provide feedback. Simple is almost always better.

News You Can Use: How To Give A Presentation That Starts Strong And Ends Even Stronger

The most important parts of your presentation are the beginning and the conclusion. By using a great opening “hook,” you’ll grab the audience’s attention and then leave them with a thought-provoking closer.

During that closing moment, you’ll deliver the statement that will persuade your audience to a “call to action” and they’ll do exactly what you want them to do.

Review your points and connect them to your intro. Restate the most important point of your presentation and connect it with the main idea. Say it in other words or use repetition: repeat a few key phrases or words.

Recap (briefly) the main presentation topics. Summarize the key points that support the message.

This helps the audience retain them. Deliver the “moral of the



Start your presentation with comments that grab the your audience’s attention and finish with a thought that will provoke them to take the action you desire.

- story” and:
- Restate the problem, then provide the solution in no more than two sentences
 - Show the audience a benefit or something valuable
 - Give the ultimate solution to the

big question you asked at the beginning of the presentation

- Give the audience ‘how to do it’ steps for a solution; visualize a course/time line for implementing the solution.

Reconnect the needs and interests of the audience with the presentation topic. Deliver a closer that is dramatic and emotional. Some examples of this kind of a presentation conclusion are:

- Conclude with a human interest or personal story
- Connect your presentation topics with the everyday emotions and lives of the audience
- Recite a couple of lines from a nostalgic song, poem or quotation
- Create a “branded” one-liner sound bite that will transform your idea into something that the audience can quickly remember.

Sales Tip Of The Month

The best hours to leave voice-mail messages are from 6:45 AM to 8:00 AM and from 4:30 PM to 6:30 PM.

Aggressive people are usually working during these time periods, and the person receiving your message could potentially view you as one.

“Did You Hear About...”

When you choose your words wisely, you are more likely to make a positive impact. If you are looking for proof of this time-tested axiom, the following anecdote should put any doubts you may have to rest.

This story takes place in a small Kansas town and is told by the local librarian.

While eating breakfast at her favorite diner, the librarian overhears two oncologists conversing at the booth next to hers. One complains bitterly, “You know, Bob, I just don’t understand it. Our patients are similar. We use the same drugs, the

same dosage, the same schedule and the same entry criteria. Yet, when I reviewed the most



recent data on how our patients are responding, I had a 22% response rate and you had a 74% response rate. That’s unheard of

for metastatic cancer. How do you do it? I must be doing something wrong but I don’t see it.”

His colleague replies, “Let’s look at the drugs we are prescribing. We are both using Etoposide, Platinum, Oncovin and Hydroxyurea. The difference is you tell your patients you are giving them EPOH. I tell my patients I’m giving them HOPE. As dismal as the statistics are, I emphasize that we have a chance.”

The next time you have the opportunity to convey an important message, consider how you deliver that message. When you take the time to carefully construct your words, you may be amazed by the impact these words can

TouchTone Offers D&M Clients Full Suite of Services

TouchTone Communications, a leading full-service communications provider, delivers simple solutions for the home and business through affordable, reliable and innovative voice, data and Internet services. The New Jersey-based company has been serving customers across the country, and internationally, for nearly 15 years, and in 2006 and 2007, agents voted TouchTone Top 5 Carrier/Reseller (awarded by the Telecom Association).

Customized, competitively priced service plans backed by direct agent and customer support is what sets TouchTone apart from larger telecommunications companies. Through established partnerships with industry

leaders, TouchTone provides customers the same network quality and dependability found with larger service providers, assuring uninterrupted services. With their nationwide footprint, and relationships



with Qwest, Level 3, Sprint, Global Crossing, and other premier providers, TouchTone can service nearly any business or residential address in the United States, eliminating the

inconvenience and complexity of managing multiple carrier relationships. Voice services that TouchTone offers include dedicated long distance, switched long distance, international voice (connection to 200+ countries), toll-free, calling cards, and in the near future — VoIP, wireless and local services.

TouchTone also offers data services, including dedicated Internet (DS-1 to DS-3 and above) and integrated circuits (speeds from 56 Kbps to 1.544 Mbps over each T-1).

To learn how TouchTone can help your business, contact your D&M representative today by calling 1-888-357-5055.

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 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

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