



Where world class communications meet superior customer service

D&M Communicator

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SPECIAL POINTS OF INTEREST

- **Do You Back Up Your Data? You Should!** (page 1)
- **Want To Grow Your Business? Follow These 10 Rules** (page 2)
- **The Truth About Public Relations** (page 5)

INSIDE THIS ISSUE:

- From The Desk Of The President** 1
- Data Backup: Does Your Business Need It?** 1
- 10 Steps You Can Take to Grow Your Business** 2
- Useful Information About VoIP** 3
- Avoid Fundraising Fraud** 3
- Don't Believe These 7 Publicity Myths** 4
- Did You Hear About...** 4
- Book Review: How To Become A Great Boss** 5
- About D&M** 5

From The Desk Of The President

When D&M recently completed its move to larger office space to accommodate our growing staff, I was reminded how important it was to have all our data properly backed-up.

Although we did not encounter any problems when we moved our servers, I knew in the event of a disaster (literally), or any of hundreds of other scenarios that could jeopardize our data, we had an off-site backup of our

entire system.

While it's difficult to put a value on the peace of mind this backup system has given me over the



Steven Gerhardt, President, D&M Enterprise Group

years, one thing I am sure of is that you too should have peace of mind when it comes to your data.

See the article

below for more information on backing up your data.

If you would like me, or a D&M Project Manager, to review your backup needs, do not hesitate to contact us. Our office number is 888-357-5055 or email us at support@DMenterprise.net.

We look forward to hearing from you and providing the peace of mind you deserve.

steve

Data Backup: Does Your Business Need It?

As a small business owner you most likely find yourself very busy running daily operations, taking care of finances, personnel, and marketing. That typically leaves very little time to make sure that your computer is running at its maximum capacity. You probably have thought about the need for data backup, but either think it's too cumbersome to manage or never get to it.

Then one day your computer crashes and you are left with... nothing. This could be very damaging to your business and very time-consuming to restore the information, if it is even restorable. Many people who

do experience a computer crash become dedicated data "backuppers" after the fact. Here is your chance to learn about the best options available and set up your backup system before you have a major crash.

The two main categories of the backup are local or web-based. With the local backup you can copy data to a CD if you have a CD-RW drive, copy data to a USB drive or to an external hard drive. You can either do it manually that is probably not an option for most of us due to the perpetual lack of time or you can use software like Norton 360 to schedule it.

The web-based options include backing up your data manually to

your ftp site if you own a website or setting up an automatic service with one of the providers. From personal experience, backing up manually is typically not an option. We've tried it, but still managed to lose data in the last crash (which was pricey to recover). The best option in our opinion is the "set and forget" service.

Data recovery services are an expensive option you definitely want to avoid! If you don't have a backup system in place, contact your D&M Project Manager today and we will assist you in setting up this crucial component of your data management system. Call us at 1-732-335-5510.

10 Steps You Can Take To Grow Your Business

During these tough economic times you can take steps to make sure your business stays strong.

1. Make sure your employees are where they should be

This may sound silly, but many employees are placed in the wrong positions. They don't know it themselves, but there are telltale signs. Things like coming to work late. Rushing out the door as soon as the clock strikes five. Taking slightly longer breaks than they should be taking. Calling in sick often.

You really need your workers to love what they are doing. How do you get them to love their work? Make sure they have the right personality type for the job by giving them a psychometric test. Not only will you have less employee turnover, but you will also benefit by your revenues going up since having a happy, dedicated worker will pay off in the long run. The result will be more harmony in the workplace.

Some workers might just be in the wrong department. For example someone who should be on the road selling is sitting behind a desk, or vice versa.

2. Survey your customers

A customer survey often identify problems you didn't know existed, or point to something that is working well that you should do more of. It makes sure you deliver the best they can possibly have. You should also ask customers if there is a product or service that they would like from you. After all, you will sell more of what the customer actually wants. You can also find out the customers' view of your business and the quality of service they receive from you.

3. Make sure your processes are running smoothly

Do you have the correct systems in place for your data? Or is some of your data getting lost? How about policies and policy documents?

General documentation, sort-

ing, and storing. Do you have systems in place for hiring?

4. Come to grips with social media

Some people are just downright scared of new technology. It really works to meet people as people are needed for business. There are hosts of social media available for you to choose from: Facebook, Twitter, LinkedIn, Ryze, and the many other networks. Set up your profile with links to your site, and take an hour or so per day to work them.



5. Make sure your website and blog are working for you

Having a website is no longer an option — it's a necessity! You should also consider blogging at least twice a week to get your business noticed. By blogging I mean either write an article or write a journal entry about your day or week. You can send a link to that article to your database. This way you can keep up with your customers and prospects and let them know what is new in your business. You also make sure that they don't forget you.

Blogging regularly also helps your website ranking in the search engines as it adds content to your site.

6. Use Google Adwords and make a campaign

It is really surprising how few businesses are actually using Google Adwords. This is a powerful tool that can generate a lot of traffic to your website. You can start small,

and use it more as you gain confidence, or you could get someone who knows what they're doing to do it for you. Whichever way you go, do get started.

7. Run an email campaign, or write an online press release

If you have anything newsworthy to report, send an email to your database, or write a press release. You could also ask your customers about the economy or their opinion of aspects relating to your industry. Then put this together in an article and send it to your database. Definitely send it out as a press release. There are many places online where you can submit a press release. You never know who might pick it up and make it a big story. That is publicity for you!

8. Track your ads, test them and your email headlines

You would be surprised to know how many people don't know about this. You need to test, test, test. See which ads got the most response, and which the least. Which email headline brought in the most response? How else would you know where your new customer came from so that you can advertise there again? How do you know which headlines are working if you don't test them? You will save yourself a lot of time and money by getting this right.

9. Track your customers

Ask new customers where they have heard about you. Train your staff to do the same. Make sure you include this in your registration form on your website as well.

10. Write a good story about a customer and how you helped them

Stories sell. Especially good stories. So when you write "case studies" of people who bought your product or used your service, and how well you helped them, people identify with that. This will, most certainly, prompt someone to buy from you. Make sure you put these on your blog, or put your articles in article directories online. You get article submitter services that you can purchase that will do this for you.

Useful Information About VOIP

Although you may be familiar with the terms "VoIP" and "VoIP gateways," do you know what these technologies actually are?

To understand what a VoIP gateway is, you first need to understand what VoIP technology is. VoIP is the term used for Voice over Internet Protocol. It refers to the technology which facilitates transmission of voice traffic over internet networks. Internet protocol was originally developed for sharing data. After its immense success, the technology was adapted for sharing voice networking.

More and more business organizations have started to use VoIP instead of the traditional PSTN for communicating because it is cheaper and more useful than the other mediums of voice communications. Some of the benefits of using VoIP technology and [VoIP phones](#) include:

VoIP facilitates to transmit more than one phone call on a single broadband phone line. Therefore, more telephone lines can be installed by the business at a lower cost.

Like business phone systems, VoIP phones too have many advanced features such as call forwarding, caller ID, call waiting, etc. Businesses don't have to pay any extra charges for these features.

VoIP offers unified and secured communications, which can be integrated with other internet-based services such as

video conferencing, and web conferencing for enhancing business communication.

Now let us discuss what VoIP gateways are. Gateways are devices which convert telephony traffic into internet protocol so that data can be transferred over a network. These are generally used in the following two ways:

For converting PSTN to VoIP. A VoIP gateway facilitates to receive and place VoIP calls on a regular telephone network. With the VoIP technology, businesses can make larger volumes of calls at much lower prices.

To connect traditional PBX and other business phone systems to an IP network. A VoIP gateway allows making a call using VoIP technology instead of a regular telephone line. Business can either buy these services from a reputed and reliable VoIP service provider or can route the calls through the internet to reduce the call charges.

VoIP gateways are available in the form of external units and PCI cards. However, most business organizations prefer using the external units as their VoIP devices. Every VoIP gateway has a connector for getting connected to the IP network and one or more number of ports for connecting the phone lines to it. For more information on how your company can benefit from VoIP, contact your D&M Project Manager at 1-732-335-5510.

Sales Tip Of The Month

Do you know the best time to send an email to increase the odds it is read?

If you are going to send out a mass email to alert clients and prospects of a special offer, time remaining before a promotion expires, or any other information you want to improve the chances of having your message read, send it Tuesday morning around 10:30 AM.

Statistically, for a variety of reasons, emails sent at this time have a much higher open rate. Now that's news you can use!

Avoid Fundraising Fraud

If you are thinking about donating to one of the more than 700,000 federally recognized charities soliciting for contributions, the Federal Trade Commission (FTC) advises taking the following precautions. Whether you are contacted by phone, mail, or in person, these steps are designed to make sure your donation dollars benefit the people and organizations you want to help.

- Be wary of appeals that tug at your heart-strings, especially pleas involving patriotism and current events.
- Ask for the name of the charity if the telemarketer does not provide it promptly.
- Ask what percentage of the donation is used to support the causes described in the solicitation, and what percentage is used for administrative costs.
- Call the charity to find out if it is aware of the solicitation and has authorized the use of its name.
- If the telemarketer claims that the charity will support local organizations, call the local groups to verify.
- Don't provide any credit card or bank account information until you have reviewed all information from the charity and made the decision to donate.
- Ask for a receipt showing the amount of the contribution and stating that it is tax-deductible.
- Understand that contributions made to a "tax-exempt" organization are not necessarily tax deductible.
- Avoid cash gifts. They can be lost or stolen. For security and tax record purposes, it's best to pay by check—made payable to the beneficiary, not the solicitor.

If you feel overwhelmed by direct mail requests for donations, you can help to reduce the number of those solicitations. Include a note with your donation asking the charity not to rent, sell, or exchange your personal information and donation history. You also can ask a nonprofit organization to limit its donation requests to once or twice a year. If the organization fails to honor your requests, you may want to find a different charity to support.

The FTC works for the consumer to prevent fraudulent, deceptive, and unfair business practices in the marketplace and to provide information to help consumers spot, stop, and avoid them. To file a complaint or to get free information on wise giving, visit www.ftc.gov/charityfraud or call toll-free, 1-877-FTC-HELP.

Don't Believe These 7 Publicity Myths

There is a lot of misunderstanding about the nature of publicity and how to go about getting it. Here are 7 myths that may keep you from getting the free publicity you deserve.

Myth 1. Publicity and advertising are the same. Advertising is exposure that you pay for. You control the exact message and, if you're willing to pay extra, the placement of the ad.

Publicity is free, unless you are working with a publicist. Even so, the cost of hiring one is much less than the cost of advertising, yet it has more value because it is treated as news.

Publicity has much more credibility than advertising. The downside is, you don't control the placement or size of a story.

Also, you don't have control over the exact spin that a journalist will give the story. But if you initiated the process by contacting the media with a news release, the story will usually be favorable.

Myth 2. You have to know someone. Like anything else in life, it helps if you have contacts on the inside. But they are not necessary. Every day thousands of people without contacts get free publicity in the media.

They are able to do it because they have a real story to tell, not a bunch of hype or disguised advertising, and they sent the media a well-crafted release.

Myth 3. You have to be one of the big guys to get any media attention. Wrong. See Myth 2 above.

Myth 4. You should send your release everywhere. Doing this is counterproductive. You should target your release to the right outlets and the right journalists.



For example, say your company has just released new customer relations software. Don't buy a giant media list and send it to everyone on it. Select the business publications and talk shows and the editors of the business sections of newspapers and magazines, as well as business websites, and send your release to them only.

If you have a list that is detailed enough to give you the contact info for individual business reporters, select those who write about software or high tech, not real estate. Warning:

only send the release to one person at a media outlet at a time. If that person turns you down, then it is okay to contact another one.

Myth 5. You should send out lots of press releases. Don't pester journalists with releases about every little thing that happens at your business or organization.

They find it annoying and time consuming. It's like the boy who cried wolf. Send them too many trivial releases and they will stop paying attention. Wait until you have something reasonably important to share with the public.

Myth 6. Bigger is better. Don't write long press releases. Journalists have too many to read. The ideal length is 400 - 600 words. If you have more to say, you can provide additional items such as a bio (biography), company history or fact sheet. If the release interests journalists, they will then read your supporting material for more information.

Myth 7. You can get publicity if you buy an ad. Except with smaller media outlets and some trade publications, buying an ad will not influence the decision to do a story on you.

With most journalists, telling them that you will buy an ad if they do a story is a turn off and it may make them decide not to do anything at all. Don't drop your advertising if it is working, but don't try to tie it to getting free publicity.

“Did You Hear About...”

Many venture capitalists firmly believe that informal measures often give a better indication of a company's fiscal health than do its official accounts. Are its parking lots full at unusual hours? Do employees promptly return their calls? Are customer service representatives doing their jobs?

Certainly few wise WorldCom customers would have invested in Bernie Ebbers's fraudulent firm: The beleaguered company received so many complaints from dissatisfied customers that the man

whose signature appeared at the bottom of its customer service form letters - "Thomas Barton, vice-president of customer service" - did not exist!

James Bennett, no fan of rival publisher William Randolph Hearst, was one day irked to discover that Hearst was plotting to buy his ailing *New York Herald*.

Sure enough, he soon received correspondence from Hearst asking how much the newspaper would cost, and promptly sent

a cable in return. His reply? "Price of Herald three cents daily. Five cents Sunday. Bennett."

Harold Alexander, the First Earl Alexander of Tunis (1891-1969), had a curious way of dealing with unfinished business: At the end of each working day, he would empty his "In" tray... into his "Out" tray, sending many unopened letters on their way.

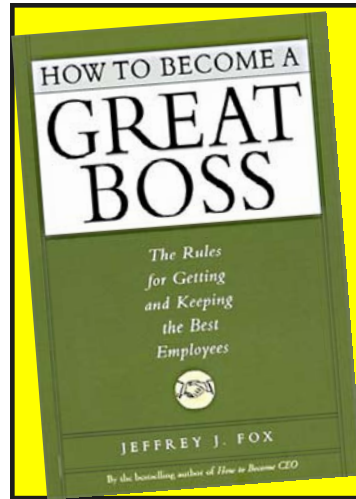
Alexander was once asked about this peculiar habit. "It saves time," he explained. "You'd be surprised how little of it comes back!"

How To Become A Great Boss

Book Review: The greatest achievements are often attained from simple lessons. Success need not be complicated. With that in mind Jeffrey J. Fox has created a short yet powerful management manual titled: *How to Become a Great Boss: The Rules for Getting and Keeping the Best Employees*.

Fox divides his wisdom into fifty short chapters, which are a combination of vignettes, slaps on the wrist, and motivational speeches. The "boss lessons" are from respected managers offering several perspectives and ideas. Catchy chapter titles include: "Groom 'Em, or Broom 'Em," "Don't Hire a Dog and Bark Yourself," and "Listen to Phonies, Fools and Frauds."

How to Become a Great Boss doesn't go into depth on any single issue. Rather, it helps you pinpoint weaknesses so you know where you need to improve and, if needed, can find further help to do so.



The biggest plus of this book is the informal, yet direct tone in which it is written. The advice is presented on a managerial level, without talking down to the audience. Fox stresses the importance of being a manager instead of a subordinate buddy. At the same time, the author pops the egotistical

balloons that inflate the heads of some bosses.

The lessons in this book are easy to incorporate in any personal managerial style. They're

so easy, in fact, that they could be forgotten. Perhaps it's best to read this book every quarter as a refresher course.

You don't have to be an executive to benefit from this handy business tool. Learning how to succeed at the top will make your climb up the ladder that much easier.

Reading *How to Become a Great Boss* will conjure vivid memories of past and present employers. You'll be fighting the urge to send this book, complete with the appropriate sections highlighted, to every bad boss you've ever had.

Tons of business books claim to have the solutions for happy employees and better productivity. Fox isn't out to create the perfect boss; he just provides practical formulas that have worked in the past for other executives. In short, reading the words of Jeffrey Fox will teach you *How to Become a Great Boss*, too.

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.



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