



D&M Communicator

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SPECIAL POINTS OF INTEREST

- Win Nets tickets by referring a new client to D&M (page 1)
- Protect yourself against identity theft (page 2)
- Can your company benefit from an IVR system? (page 3)

INSIDE THIS ISSUE:

From The Desk Of The President	1
10 Tips For Telephone Success	1
A Healthy Dose Of Skepticism Helps To Prevent Identity Theft	2
News You Can Use: Is An IVR System Right For	3
Did You Hear About...	3
ACC Business Provides Access to AT& T Network	4
About D&M	4

From The Desk Of The President

Since the overwhelming majority of D&M's new clients are the result of referrals from our existing customers, we want to thank you for your help in growing D&M. The challenge we face is how best to show our appreciation.

We came up with what we think is an exciting plan. Because we want to encourage you to continue to refer clients, we are giving away 2 sets of New Jersey Nets tickets (2 tickets per set) to the next 2 companies who refer a new client.

To make sure you get credit for your referral, call me at



Steven Gerhardt, President, D&M Enterprise Group

1-888-357-5055 with the name

of the company you referred. The winners will be identified in next month's issue of the D&M Communicator.

Even if you don't have a referral for us, we would like to hear from you. Do not hesitate to call me or your D&M representative if you have any questions about your existing service, a billing question, or if you are outgrowing your current set-up and need to increase your bandwidth or add more lines. We can be reached at 1-888-357-5055.

Steve

10 Tips For Telephone Success

The telephone is an often under-appreciated and much maligned piece of office equipment. Have you stopped to consider how much business you conduct over the telephone? These 10 tips will help you improve your telephone presence and presentations.

1. You are the "Manager of First Impressions" for your business. Whenever you pick up the telephone, put a smile on your face first. It will enhance your vocal quality and you will sound pleasant and relaxed.
2. Listen attentively to the person you are speaking with. Recall why your dog is such a good listener: listen actively and in the moment. Multi-tasking is the enemy of effective listening.
3. Let other people talk! Make sure your caller has completely finished speaking before responding. Remember: sometimes

they aren't done talking; they are just coming up for air.

4. Use open-ended questions to get people to speak more freely. You should always talk less than the person you have called. It makes others feel more comfortable, particularly if you are asking them to make a decision. The more they talk, the easier it is for them to "buy into" what you are proposing.
5. To create affinity with your callers, speed up or slow down your speaking voice to better match theirs. They won't realize why they feel comfortable, they just will.
6. Use your words for best results. Keep in mind you can phrase anything positively, negatively or neutrally. Phrasing your words positively will help you get better results more easily.
7. Voice mail can be your friend.

Avoid leaving voicemail messages, but if you must, think of it as a 30 second commercial on a highly rated radio program. You have the opportunity to get your message into the "ears" of your most desired audience. Your message should reflect this.

8. Plan your telephone presentations in advance. Think out all the various scenarios you might be faced with and write them down. This is called pre-call planning.
9. Tape yourself or leave your message on your voicemail system. Listen to yourself carefully and decide what areas need improvement.
10. Make an action plan. Focus on goal at a time. When you feel comfortable, move to your next goal and repeat.

We use the telephone as our primary form of personal communication. People who master this medium increase their opportunities for success.

A Healthy Dose Of Skepticism Helps To Prevent Identity Theft

With the cost of resolving identity theft issues on the rise, a small investment in prevention could save you hundreds, if not thousands, of dollars as well as countless hours of your valuable time.

To help you lower your risk, if not avoid becoming a victim of identity theft, we have provided useful information that you can use at home and at the office.

Phone company customers across the United States have reported the following identity theft attempts:

Individuals claiming to be phone company representatives who call to confirm participation in the national do-not-call list. These individuals ask for a combination of personal information (birth date, Social Security number, mother's maiden name) to confirm that the accounts listed with the do-not-call service are correct. Phone companies are not responsible for maintaining or confirming participation in government do-not-call lists.

E-mails that appear to come from a phone company stating that "account information needs to be updated" or that "the credit card used for this account is invalid or expired and the information needs to be re-entered to keep the account active." The e-mail directs customers to a look-alike website to enter the updated credit and personal information.

Be cautious. Ask questions. Fraudulent callers may misrepresent themselves as phone company representatives. If you get a notice, via e-mail, that

your account will be shut off with little or no notice, beware. If for any reason you are concerned, contact D&M at 1-888-357-5055.



Never give out personal information to an inbound caller. It is always safer to call the company directly to ensure you are actually dealing with your phone company.

Protect your identity. Be careful about disclosing personal information over the phone.

Save or shred your credit card receipts and utility bills that contain your account information. Many phone companies also offer customers the opportunity to password-protect their account so that in order to make changes to services or billing information, a unique password (not an account number or Social Security number) must be provided. To establish a password-protected account, call D&M at 1-888-357-5055.

Carefully read all communications from utility and credit companies. Ensure that you thoroughly under

stand all communications from these companies. Confirm all reported changes to addresses and services listed for your accounts. If your statement is late by more than a week, call your billing company or bank to confirm the billing address, balances and services on your account.

Know your information.

Check your credit reports annually from all three of the major credit reporting agencies:

- Equifax, www.equifax.com
- Experian, www.experian.com
- Trans Union www.transunion.com

If you believe that you are a victim of identity theft, you may contact your local law enforcement agency or your local FBI office to file a formal report. Once a report has been filed, a D&M representative can provide account activity information to the authorities.

Keep in mind that business phone numbers are exempt from the Federal Do Not Call laws. Unless you specifically request that your business not be called, you have no recourse from telemarketers. To add your home or business phone numbers to the National Do Not Call list, visit: www.donotcall.gov

In addition, every time you receive a call from a telemarketer with whom you have no intention of doing business, request that your phone number be added to their internal do not call list. Although this action is not likely to protect you from identity theft, over time, this simple step can greatly reduce the number of telemarketing calls you receive.

Directory Assistance

To counter the rising cost of directory assistance, turn to the white and yellow page directories on the Internet. To look up local and long distance numbers online, try one of these websites:

www.anywho.com

www.bigbook.com

www.people.yahoo.com

www.switchboard.com

www.zip2.com

Google Phone Book

News You Can Use: Is IVR Right For You?

The term IVR is short for Interactive Voice Response, which is a telephony technology that allows interaction between callers and a phone system. More and more companies are turning to IVR to help reduce the cost of common sales, service, collections, inquiry and support calls to and from their company.

IVR is one of the most common telephone functions in use across the business community. In fact, most callers expect on first contact with a company to be handled via some kind of auto attendant or IVR system. This method of call handling is generally accepted as long as the caller is given ample opportunity to opt out of the IVR system and be able to speak to a live agent.

The handling of routine phone requests for information can consume a substantial amount of company resources. IVR systems, tailored to a company's requirements, can provide much of the same information as a live operator at a fraction of the cost—both financially and from a resource perspective.

The most basic IVR systems simply

allow you to record a message that is played when a customer presses the appropriate number on the phone keypad. The more advanced IVR systems allow callers to interact with a company on a much greater scale. For example you could set up an IVR to retrieve specific account information that is relayed to the caller through the implementation of text-to-speech recognition technology. This technology allows IVR systems to read specific information from a database and then relate that information back to the customer in spoken format.

The potential applications of IVR systems are virtually endless. IVR systems can be used to automate a wide range of services and requests for information. By combining the input of a caller with tailor made scripts, IVR systems allow callers to call into a company or IVR hosting company using a touch-tone telephone, and then to interact with the system in real time.

Below is a list of benefits of using an IVR System:

1. Reduces live call handling time and enables staff to concentrate on other tasks.
2. Allows access to personalized information.
3. Call queuing times to departments within a company can be drastically reduced. With IVR systems, calls can be transferred efficiently to appropriate departments through the menu selection process.
4. Through the implementation of a good IVR system, companies can expand their call capacity and respond to larger call volumes through the correct management and routing of all inbound calls, reducing the handling cost per-call-ratio.
5. For companies who accept payments via the telephone, IVR systems can fully automate this task, allowing them to process transactions 24/7.
6. During those periods when call volumes are high, IVR systems allow companies to highlight new products, updates or product information, etc., while a caller is on hold.
7. Companies are able to monitor call progress and transactions through the use of daily call activity reports.

If you are interested in installing an IVR system or updating your current system, contact your D&M representative at 1-888-357-5055 or by email at customerservice@DMenterprise.net.

Sales Tip Of The Month

Are you a sales professional or an order taker?

Professional salespeople strategically win business. They qualify, plan & execute.

Order takers say "How can I help you?"

“Did You Hear About...”

His name was Fleming, and he was a poor Scottish farmer. One day, while trying to eke out a living for his family, he heard a cry for help coming from a nearby bog. He dropped his tools and ran to the bog.

There, mired to his waist in black muck, was a terrified boy, screaming and struggling to free himself. Farmer Fleming saved the lad from what could have been a slow and terrifying death.

The next day, a fancy carriage pulled up to the Scotsman's sparse surroundings. An elegantly dressed nobleman stepped out and introduced himself as the father of the boy Farmer Fleming had saved.

"I want to repay you," said the nobleman. "You saved my son's life."

"No, I can't accept payment for what I did," the Scottish farmer replied, waving off the offer. At that moment, the farmer's own



Sir Alexander Fleming

son came to the door of the family hovel.

"Is that your son?" the nobleman asked. "Yes," the farmer replied proudly. "I'll make you a deal. Let me take him and give him a good education. If the lad is anything like his father, he'll grow to a man you can be proud of."

And that he did. In time, Farmer Fleming's son graduated from St. Mary's Hospital Medical School in London, and went on to become known throughout the world as the noted Sir Alexander Fleming, the discoverer of Penicillin.

Years afterward, the nobleman's son was stricken with pneumonia. What saved him? Penicillin.

The name of the nobleman? Lord Randolph Churchill. His son's name? Sir Winston Churchill.

Through ACC Business, D&M Offers Clients Access to AT&T Network and Services

ACC Business was founded on a simple idea: provide small to mid-sized businesses first-rate telecom services with dedicated customer service, all at a competitive price.

ACC's competitive advantage is that it provides all of its customers access to the AT&T Network, the largest, most advanced, and one of the most reliable telecommunications networks in the world. The AT&T Worldwide

Intelligent Network is constantly enhanced, upgraded and monitored for



excellence, so you'll have peace of mind knowing that all of your important calls and data will get through.

Straightforward telecommunications that small and growing businesses can rely on is ACC's niche. In fact, with ACC Business, you have access to a comprehensive suite of essential data and voice services.

To see if your company can benefit from an ACC Business solution, contact a D&M representative today by calling 1-888-357-5055 or email us at 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.



Where world class communications meet superior customer service

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