



D&M Communicator

VOLUME 2, ISSUE 5

MAY 2008

SPECIAL POINTS OF INTEREST:

- **How To Use Vanity Numbers To Your Advantage** (page 1)
- **Playing Golf Is No Longer A Handicap** (page 2)
- **Learn 3 Skills That Will Help You Obtain Your Goals** (page 4)

INSIDE THIS ISSUE:

From The Desk Of The President 1

Use Vanity Numbers To Increase Response Rates 1

Scoring Business Points On The Golf Course 2

The Difference Between Camera Surveillance Companies and Equipment 3

"Did You Hear About..." 3

Three Skills That Will Take You Far 4

About D&M 4

From The Desk Of The President

If it's May, spring must be in the air. Aside from blooming flowers and some much needed yard work, when I think spring, I think spring cleaning.

While spring cleaning is usually associated with your home, you can apply the same principle to your telecom needs.

Now is the perfect time to allow your D&M Project Manager to review your usage and needs and determine if we can clean up your portfolio of services.

The goal of this service is to ensure you are not paying for services you do not need and to make sure you are matched with the carrier who



Steven Gerhardt, President, D&M Enterprise Group

can best serve your needs based on their expertise and your requirements. I also want to bring to your attention some of the features in this issue. Many of our clients report very positive results when they utilize a vanity phone number that is easily associated with their business. To learn more about this concept, see the story below.

If you are a golfer, are married to a golfer, or have a co-worker who golfs,

the story on page 2 will be of particular interest.

Are you considering purchasing a surveillance system? If so, the feature on page 3 will be extremely useful.

I also want to remind you that I welcome your feedback, not only on this newsletter, but on any facet of your interaction with D&M. While it is rare that we get negative feedback, I do find candid comments very useful. After all, just like your business, if we do not know that a problem exists, we can't fix it!

steve

Use Vanity Numbers To Increase Response Rates

Today, there is an overwhelming amount of media options available for businesses to tout their latest products. And, regardless of the medium, many businesses are set on choosing Web site addresses they feel are memorable, but why should phone numbers be any different?

According to Ron Henson, the general manager of a Utah auto dealership, incorporating a vanity phone number into his team's marketing plan — a phone number that spells out words — increased his call volume by 650 percent.

"We are shattering previous sales records by 50 percent, and I attribute this success to our new advertising which prominently features a vanity-800 number," Henson said. If you're looking for better ways to get the word out, the following tips will help you receive higher

response rates in your advertising and hone your marketing efforts to generate more leads and sales:

- Say it in a song. Everyone loves a good jingle. Using jingles in radio and television ads creates an emotional connection to the consumer and can last for years if correctly used to brand your business.

- Say it loud and proud. Put your vanity phone number on everything from business cards to company cars. Feature it in radio, print, television and billboard advertising. Using your number in all advertising materials and in all campaigns delivers consistent messaging.

- Prominent placement. Feature your vanity 800 number prominently on the TV screen. Leave it there throughout a television commercial. Mention it at least three times in a radio ad. Above all, make sure it is

easily visible or heard.

- More impressions, more responses. One-off ads will not work. Regardless of the medium you have chosen to convey your message, make sure that you have a moderate-to-heavy advertising schedule.

Buying more time or space will also decrease the cost per ad, and your vanity-800 number will increase your ability to generate leads and sales. Delivering a consistent message multiple times will ensure that consumers remember you.

If you would like your business to receive the benefits of a vanity number, have questions about pricing, or would like to learn the availability of a specific number, contact your D&M Project Manager at 888-357-5055 or email us at customerservice@DMENTERPRISE.NET.

Scoring Business Points On The Golf Course

Many people think that the business benefits of golf go primarily to the big hitters — the senior executives of household-name corporations. The AT&Ts, the J&Js and the P&Gs. After all, their flags fly highest at the major national and international golf tournaments for which they have the largest coffers to bankroll.

Those corporations whose businesses are most intimately associated with the sport itself are even further privileged to have their logos emblazoned on everything from baseball caps (for some curious reason now the preferred adornment of golfers) to championship trophies. Without a doubt, many an important negotiation or big deal has been sealed with a firm handshake somewhere on or near an 18th hole.

But golf didn't begin in partnership with big business. Its origins may be traced back to groups of successful, small local entrepreneurs, in such off-the-beaten-path places as St. Andrews, Wawashkamo, and Tuxedo Park, who gathered rain or shine to share a common experience, strengthen sometimes strained relationships, and get some fresh air.

Deep down, today's golfing world, when taken as a whole, has not changed that much. Business entrepreneurs still gather around the little white ball for very much the same reasons as their predecessors. And surprisingly, even the new professional level of the game has become a good place in which small business opportunities abound.

Let's look at this from the perspective of the august PGA Tour. For all its premier branding and global reach, the Tour conducts about 120 tournaments each year. What's in this for small businesses? Well, for one thing, these tournaments are all local. And for relatively nominal partial-sponsorship fees, local businesses can

provide a host of amenities for their customers. They can offer hospitality and accommodations and a popular entertainment venue to their tournament guests, which can give them much more quality time to develop relationships with potential clients and strengthen those with older ones.

They can offer ticketed access to the best golfers in the world. They can fly their flags and pitch their tents alongside those of the big sponsors. And they can reinforce their own brand in the context of worthwhile fund raising events. All PGA Tour events have a charitable component.

opment opportunities and supporting worthwhile charities. Moreover, these benefits aren't extended just to their customers and prospective clients; there are many employee benefits as well.

Golf outings help promote team building. They make it possible for employees to get to know each other at a deeper level in a short period of time, and to do so in a more relaxed environment than in the workplace. Such events can be a welcome antidote to a long offsite meeting or substitute for a formal rubber chicken event.

Golfing has also become a popular vehicle for helping employees become involved in

community and charitable activities. Many companies give time off to employees who serve as volunteers in fund raising tournaments.

But to be able to take advantage of all these benefits — customer and employee — small businesses must overcome some minimal hurdles. First, participants must have a rudimentary command of the game of golf and an appreciation of its rules and etiquette. You certainly don't want to impose such an event on someone who can't meet these minimal criteria, and yet you don't want to exclude members of the company who aren't golf-savvy.

The age-old golfing tradition of the "handicap" can be of help in this regard; indeed, that's why it was built into the game. And if golfing proves to be a valuable venue for your company, perhaps you should explore creative ways to help your employees rise to company-sponsored golfing occasions.

One of the newer business issues which is worth considering as your employees become more involved with those of other companies on the playing field of golf is the impact of Sarbanes-Oxley Act of 2002 on what is fair play and what is out of bounds in such activities. Complying with these new financial guidelines could keep your company out of the rough.



Small companies can also align with golfing on their own turf. They can organize special golfing outings on their own, many of which may be affiliated with local charity fund-raisers. Indeed, over half of the professional players on the PGA Tour become involved in local fundraisers every year, often in their own home towns.

In addition, charitable volunteer organizations, such as the American Heart Association, the American Cancer Society, and the Boys and Girls Clubs of America, which have a long-term relationship with the PGA Tour, sponsor over 1,000 golfing events around the country every year.

So there are many opportunities for small businesses to benefit from the sport of golf while providing them business devel-

The Difference Between Camera Surveillance Companies And Equipment

Quote Of The Month

"It is not necessary to do extraordinary things to get extraordinary results."

Warren Buffett
(1931 -)
American stock market investor
CEO Berkshire Hathaway

All business owners large and small are faced with losses and management issues that require them to have a surveillance system. Employee and customer theft, employee turnover, fraudulent insurance claims, and the rising cost of wages are just a few of the many reasons for needing a set of eyes on your facility, employees, and customers at all times, especially while you're away from view.

Here are three tips that will assist you when looking to purchase a surveillance system:

1. Select a Surveillance Company – Not a Generic Security Company: There are many security companies that say they can install Video Surveillance systems but this type of installation requires much more skill than other types of security products.

Video surveillance installation requires the ability to design, install, and network electronic and computer equipment. Select a company that has the ability to network your DVR to the Internet and can support you remotely. A small alarm company or electronic company may give you the best price, but you will pay in the end with repeat service calls that will probably leave you less than happy. Vis-

ual Management Systems, a leading digital surveillance company, specializes solely in surveillance systems and has the ability to customize solutions and strategies specific to your business size and surveillance needs. Choose an expert with a proven track record in video surveillance.

2. When only an American DVR will do: Digital Video Recorders have replaced the VCR in surveillance just like with your home TV.

Though the DVR is a great device, the market is filled with overseas product lines that bring the price in low, and if you're not careful you will wind up with a product that has to be shipped to Korea to be repaired, leaving you without coverage and probably a hefty repair bill not to mention the cost of shipping international goods. There are several U.S. manufacturers. While they are not going to be as cheap as the international competition, your peace of mind in knowing it will be supported in your own backyard is a huge benefit.

3. Understand What You Want to See Before Buying Your Cameras: You may think that you know what you want, but do you really? For

example, how well can you see when you use your own personal camera?

When you want to zoom, you lose the rest of the picture right? When your subject is far away, you may not be able to read the words on the sign behind the image. This is the same problem with installing surveillance cameras in your facility. Make sure to take time to discuss with the integrator what is important for you to see. Be mindful that unless you have multiple cameras in the same area, you will sacrifice one shot for another. Whatever you do, always buy a larger DVR than you currently need because you **will** add more cameras in the future. The integrators at Visual Management Systems are highly experienced and will take the time to match your needs with the proper equipment. They will also be able to set realistic expectations so you have a clear understanding of what you will be able to achieve with your surveillance system.

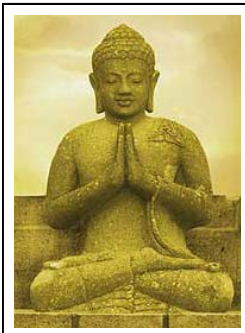
For more information or to purchase a surveillance system from Visual Management Systems, contact your D&M representative today at 888-357-5055.

“Did You Hear About...”

A tale is told about the Buddha, Gautama (563-483BC), the Indian prince and spiritual leader whose teachings founded Buddhism. This short story illustrates that every one of us has the choice whether or not to take personal offense from another person's behavior.

It is said that on an occasion when the Buddha was teaching a group of people, he found himself

on the receiving end of a fierce outburst of abuse from a bystander, who was for some reason very angry.



The Buddha listened patiently while the stranger vented his rage, and then the Buddha said to the group and to the stranger, "If someone gives a gift to another person, who then

chooses to decline it, tell me, who would then own the gift? The giver or the person who refuses to accept the gift?"

"The giver," said the group after a little thought. "Any fool can see that," added the angry stranger. "Then it follows, does it not," said the Buddha, "Whenever a person tries to abuse us, or to unload their anger on us, we can each choose to decline or to accept the abuse; whether to make it ours or not. By our personal response to the abuse from another, we can choose who owns and keeps the bad feelings."

Three Skills That Will Take You Far

When you hear the word "work," you might associate it with sitting at a computer or cutting the grass. Yet, there are three aspects of work that few consider.

The power of listening: Listening well is a job that takes plenty of work. To do it right, you have to pay attention and make appropriate eye contact.

And you have to be thinking at the same time, not of something else but about what you are hearing. What's more, even if you think you have something to add, you can't interrupt. You must wait your turn to comment or to ask a question.

The importance of admitting: Admitting

that you don't understand is basic to getting more information. It works in conversations, but admitting that you will need

help with a job or project is even more important.

Some people won't admit to making a mistake. They are afraid that it will hurt their perfect image, bring more work or invite future blame. While pretending to be infallible, however, they may not learn or grow.

The virtue of thanking: Thanking someone for a favor or extra help shouldn't be work; it should be an automatic response. The one who should be thanked will notice if you don't do it.

Stories abound about people finding jewelry, working late to meet a deadline, or pitching in so a co-worker can leave early. Yet not a word of thanks was given.

Sometimes people are embarrassed or self-conscious about the fact that they lost something or needed help. That shouldn't keep them from showing appreciation.



About D&M

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.

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



Where world class communications meet superior customer service

3 Delwood Drive

Suite 100

Holmdel, NJ 07733

Phone: 888-357-5055

Fax: 732-772-9858

www.DMenterprise.net