



D&M Communicator

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SPECIAL POINTS OF INTEREST:

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From The Desk Of The President

Thanks for taking time out of your busy schedule to peruse this issue of D&M Communicator.

Once again I have drawn upon my personal experiences to determine the content for this publication. Because D&M receives many inquiries asking which is the best cell phone to buy, I have provided some useful information below.

I also field a lot of calls from clients and prospects who are under the impression that because



Steven Gerhardt, President, D&M Enterprise Group

they are successful business people they can negotiate a telephony contract as well as D&M can. Quite frankly, they can't and neither can you! To find out why I can make such a brash statement, I suggest you read the story on page 2.

To confirm your ideas about what does and does not work online, read the story titled "Internet Myths and Fallacies," which you will find on page 3.

Finally, page 4 includes the first installment of a feature on a D&M client. This month's company is CALLfx. If you would like to have your company featured in a future issue, call me at 1-888-357-5055.

steve

Getting The Most From Your Cell Phone

The world of cellular phones is constantly adapting and advancing. Phenomenal technology today offers many special features for such a diverse selection of people. Cellular phone companies are continually evolving and innovating to meet the needs of an always changing and developing customer base. Choosing the phone that most suits your needs and lifestyle, whether they're simple or complicated, is a key factor in getting the most from your cell phone.

A small list of companies is provided below to help you make the right cell phone decision.

Drawing strength from a couple of the leading manufacturers in their field, Sony Corporation and Ericsson AB, Sony Ericsson delivers a wide assortment of cellular phones. Using both side's knowledge and experience, this company provides their customers with the very best in cellular phone technology.

Nokia takes a great deal of pride in being diverse. Whether you are a busy executive, a mom on the run, or a gamer, Nokia can provide the mobile phone to suit your schedule and lifestyle. Nokia thinks of their quality of phones, as well as their customer relations as the keys to their organization. They know that to stay ahead, they

need the best in customer relations, and remain a step ahead in realizing what people want in a mobile phone.

The joining of Palm and mobile phones has transformed the mobile phone world. Cellular products such as the PalmOne Treo 650 camera phone synthesize easy-to-use mobile communications and the planning devices familiar to other Palm products into one. Palm's vision to connect the user with all aspects of technology puts them at the head of a quickly growing field. Whether you are a college student or busy professional, Palm is going to suit your lifestyle and needs.

LG phones are concentrated around creating and developing inventive devices and accessories for their customers by continually looking ahead. By watching new designs and what people are asking for, their phones and accessories are cutting edge and the very best in the business. LG phones are always a step ahead of current technology so they can meet or exceed the expectations you have for your cellular phone.

BlackBerry can combine all your communications needs into one user-friendly handheld device that will be an important part of your daily routine. BlackBerry has transformed the normal cell phone, developing a product that combines typical cell phone abilities with an

e-mail server, an organizer, and an Internet browser. Whether used for business or for a student, a BlackBerry is the perfect option to connect you with what matters most.

Sanyo mobile phones are built to fit into and work with people's busy lives. Sanyo ranks high among industry leaders because they work hard to adapt to consumers' lifestyles with innovative technology and quality customer service. Progressively, as technology continues to make strides, Sanyo stays on top of the fast-paced industry by constantly bettering cellular phones for people's needs.

Kyocera focuses purely on what consumers want, and as a way to do that, they are always creating innovative cellular products. Their aim is to make their products durable, easy-to-use and the best technology can provide. Kyocera takes great pride in fresh and modern designs that will enhance and benefit the lives of consumers.

With technological improvements, different manufacturers will provide various applications in their cellular products. Different subscribers need different things in making their experience with a cell phone the best it can be. For information on virtually any phone or device, go to: <http://www.cellphonesnearyou.com>

Negotiating Voice And Data Services

Economist Adam Smith wrote extensively about his theory of specialization. In layman's terms Smith believed if you only grew oranges and your neighbor only grew apples, you would both become better at growing a single crop due to the specialized knowledge and skills you would accumulate. In this same way, we believe that D&M offers a specialized base of knowledge and skill set when it comes to negotiating voice and data services.

If you are considering ordering phone service or changing your voice or data service providers, D&M strongly advises you to let our knowledgeable staff handle these negotiations for you.

In case you are of the opinion that negotiating a telephony contract is no different from negotiating any other type of agreement, you are likely in for a big surprise.

To demonstrate just how tricky a telephony agreement can be, provided below is a list of some, but not all, of the key contract points that D&M will negotiate on your behalf:

The Evergreen Clause: Most carrier agreements contain an evergreen clause (a clause whereby the agreement automatically renews for another term if the agreed upon notice is not given). D&M knows which carriers allow you to eliminate this clause and which don't. Moreover, D&M monitors all of our client's contracts and provides the necessary notice to those carriers who mandate an evergreen clause.

Term agreements: If you only have 1 or 2 locations, D&M will negotiate a different term than if you have multiple

locations. D&M takes this approach to make sure all the rates are competitive and to assure all services can be cut over in a timely manner.

Billing Increments: For voice service, D&M will make sure your calls are billed in 6 second increments as well as to the fourth decimal point for maximum savings.

Don't allow the LEC (Local Exchange Carrier) to bill for long distance calls: When LEC's, which include Verizon, and Bell South (now AT&T), bill for calls, you typically pay a much higher rate and the calls are billed in full-minute increments. Instead, D&M will negotiate with the LEC to only provide a local dial tone.

Install fees: D&M knows when and how to negotiate these fees away. For most of our clients, D&M can have these fees reduced or waived altogether.

International Rates: If you are calling internationally to one or two countries, D&M will insist that the carrier provide a lower rate to these countries.

Early termination charges: Some tough negotiating by D&M on the front end will save you a lot of pain (and money) if you need to terminate your contract early.

Dollar Commitment: Some carriers require a monthly dollar commitment. This is sometimes referred to as a MUG (monthly usage guarantee), MUC (monthly minimum commitment), or MMF (monthly minimum fee). D&M will make sure you can exceed your monthly commitment before signing a contract.

Circuit extensions: When you have a T-1 installed it usually has to be extended to your phone/data room. When a long-term agreement D&M will request a lower extension charge or have the charge eliminated completely.

Know The SLA (sales level agreement): Most carriers have an SLA. This is a written agreement that outlines the credits for down time. For example if you are out of service for 5 hours, you will receive X amount of credit.

Cost Per Minute (CPM): You need to know where the bulk of your calls are placed to properly negotiate your rates. For example, if most of your calls are instate but the carrier offers a very low state-to-state rate but charges a high instate rate, this is not the right carrier for you. Remember, although counter-intuitive, the cost-per-minute is cheaper for state-to-state calls than for local calls.

Toll-Free MRC: Today carriers charge a monthly fee for each toll-free number you have. Some carriers like AT&T charge as much as \$20.00 per toll-free number, while others charge only \$4.95 per number. D&M can get these fees lowered or eliminated.

Payment Terms: D&M can negotiate better payment terms or discounts. If you have large phone bills and you pay your bills within 5 days. D&M will request that the carrier give you a few percentage points off the bill each month. If you are a slow payer D&M will negotiate 45 days for paying invoices.

Quote Of The Month

"Your happiness ultimately comes from the way you work, not where you work."

Russell Simmons (1957 -)
American entrepreneur

"Did You Hear About..."

A mother wished to encourage her young daughter's interest in the piano and so took her to a local concert featuring an excellent pianist. In the entrance foyer the mother met an old friend and the two stopped to talk. The little girl, wanting to look inside the hall, wandered off, unnoticed by her mother.



for the lost little girl. With the concert due to start, the little girl had still not been found. In preparation for the pianist's entrance, the curtains were drawn aside, to reveal the little girl sitting at the great piano, focused in concentration, quietly picking out the notes of 'Twinkle Twinkle Little Star.'

The girl's mother became concerned when she entered the hall and could see no sign of her daughter. Staff were notified and an announcement was made asking the audience to look out

The audience's amusement turned to curiosity when the pianist entered the stage, walked up to the little girl, and said "Keep playing."

The pianist sat down beside her, listened for a few seconds, and whispered some more words of encouragement. He then began quietly to play a bass accompaniment, and then a few bars later reached around the little girl to add more accompaniment. At the end of the impromptu performance the audience applauded loudly as the pianist took the little girl back to her seat to be reunited with her mother. The experience was inspirational for everyone, not least the small girl.

It takes just a few moments to make somebody's day, to help someone with their own personal aims and dreams - especially someone who looks up to you for encouragement and support.

Internet Marketing Myths & Fallacies

It is not too late to hop on to the Internet marketing e-bandwagon, but before you do, you must be aware of its myths, fallacies, and pitfalls. Yes, Internet marketing is fascinating, it has incredible rags-to-riches stories, and you are just dying to get a slice of the pie. But before you do so, take a breather and read through these helpful tips. They just may save you time, money, and at the very least, help manage your expectations.

Myth #1: **Internet Marketing is a Piece of Cake**

If it were that easy, everyone and their significant other would be e-millionaires by now. However, in comparison to traditional brick-and-mortar businesses with huge overheads like rent, salaries, etc., it is certainly more lucrative. Overheads are minimal and affiliate marketing helps you quickly start churning some decent profits.

Myth #2: **Everyone Makes Money Online**

Can everyone fly an airplane? You might be willing to learn how to fly it, you may even be able to fly it some day, however, most people won't even make the initial effort to learn how to fly the plane. The same logic applies to making money online. Everyone knows that they can make a lot of money online, but only a few pursue that dream with hard work, determination, and a bit of luck.

Myth #3: **Internet Marketing = Get Rich Quick**

The only way to 'get rich quick' on the Net is to win a lottery. Banish the idea, get rid of it completely, and erase it from your memory

bank! Instead, start building a genuine online business with real equity, sincerity, and dedication, and do it consistently over a period of time. I guarantee that you will get rich if you follow this advice. The good news is that Internet marketing is less risky than a traditional business and also requires relatively less time to establish and grow.



When it comes to Internet marketing, common sense rules.

Myth #4: **It's Zero Cost**

There is no such thing as a free lunch. Everything costs money, from your Internet access costs, to the cost of purchasing a PC, to fees for the affiliation membership to a website, enrollment for an Internet marketing plan, etc. Costs crop up everywhere. However, start-up costs are relatively more reasonable on the Web than in traditional businesses.

Myth #5: **It's Too Late to Start Now**

It is never too late to start anything, if you know your target market, that is. Don't even attempt to become a Google or a Johnny-come-lately MSN. You might just fail before you even begin. Think of niche marketing as a solution to dead-end low-paying jobs or loss-making companies you owned.

Myth #6: **Built It, and It Will Sell**

This is the opposite of the previous myth. Either it's too late to start or it's very easy to do just that. This is bunkum. This myth promotes the fallacy that if you cobble together any old site, people will flock to it. Why should they? If you have planned a site, and you have designed a good business plan

and implemented it effectively, then the buyers will come to you. And not a moment before that.

Myth #7: **Only Tech Gurus Make It Big**

Bill Gates isn't one. And anyway, tech has advanced so rapidly, that you can find sophisticated tools and software – sometimes even for

free – that help you do everything with the click of a button. For example, early versions of HTML required hours of coding and months of training. Now, with the help of What You See Is What You Get (WYSIWYG) editors, templates, and tutorials, even a granny can create her own website in minutes.

Myth #8: **It's all Just Hype**

Well, there is no smoke without fire. People aren't crazy to leave secure jobs to venture into online marketing. It's not all just hype in the same way it's not just a piece of cake. Between these two extremes lies a viable, intelligent, working system that will help you achieve great success provided you are ready to work hard and work smart.

Sales Tip Of The Month

Even if you don't get the sale, leave on a positive note. Give your prospect good, positive advice and you will always be remembered.

CALLfx Turns To D&M For Telephony Service

Four years ago, CALLfx, a company that uses patented, automated outbound calling technology to place hundreds of thousands of calls for its clients, turned to D&M for its telephony needs.

When a company whose business model is predicated upon placing large quantities of outbound phone calls looks to D&M for their telephony service, this should tell you two things: first, the company obviously has a lot of confidence in D&M's ability to source a reliable provider and, second, D&M is able to deliver very competitive pricing.

CALLfx's clients range from leading hotel chains and Internet service

providers to a VOIP company, as well as countless other types of businesses.



CALLfx's technology allows their clients to reach customers, prospects and contacts more efficiently and effectively than direct mail or live telemarketing. Ideally suited for companies that engage in direct marketing, CALLfx's outbound telephony tools continuously increase their client's ROI on their marketing dollars.

According to Tom Coffey, CALLfx's CEO, "The ability to easily communicate with existing customer databases and manage these databases in real time are features not offered by other companies in the automated outbound space. The CALLfx service is equally effective for communicating with existing customers as it is for calling business prospects."

CALLfx allows call recipients to transfer to a live operator to complete a sale or inquiry, conduct polling in real time, or renew a subscription.

To see if your company can benefit from CALLfx's service, visit them online at www.callfx.com.

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.



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