



D&M Communicator

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SPECIAL POINTS OF INTEREST:

- **Become A More Effective Communicator** (page 1)
- **SPECIAL SECTION: Tips For A Smooth Move** (pages 2 & 3)
- **Learn How To Convert A Phone Call Into A Powerful Presentation** (page 4)

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From The Desk Of The President

With Halloween just weeks away, let it serve as a reminder that the business world is full of tricks and treats.

We address some of these tricks in this issue of *D&M Communicator*. Specifically, if you are considering moving your business, you will want to read the special section on pages 2 and 3. If you follow some of our moving tips and tricks, you will be treated with savings of both time and money!

If you are interested in treats, I suggest you call our office and

have one of our friendly and very knowledgeable Customer Service Reps review your account. It's scary how much money we can save our clients when they allow us to propose alternative service providers that offer the exact same service, and sometimes by the same



Steven Gerhardt, President, D&M Enterprise Group

carrier, but at a much lower price. We can be reached at 1-888-357-5055 or by email at: customerservice@DMenterprise.net

In the next issue we are going to start highlighting D&M clients. If you would like us to write about your company, send an email to me at steven@DMenterprise.net

On behalf of the staff at D&M, thank you for your business and we look forward to hearing from you!

Steve

Effective Client Communication Made Easy

Relationships are essential for success in any field. Your phone communication plays a vital role in building effective relationships. Most people create a mental picture of the person with whom they are talking over the phone. Quite often these people judge a person by the mental picture they have created. To streamline your communication, it is necessary for you to create a good impression over the phone.

Captivating people and winning them over the phone require practice. You need to demonstrate your worth, ability and personality. There are striking differences between personal calls and business calls. You also need to learn the art of delivering unpleasant messages without breaking your relationship.

Your voice is of great importance in phone communication. Several studies have pointed out that listeners create an opinion

based on the voice. The voice should be clear and should never waver. Your lack of confidence can be reflected in your voice. Try to avoid this especially in business calls. Always be confident while making calls. Do not make calls when you are emotionally disturbed. To effectively streamline your communication, you also need to practice voice modulation.

Answer a call promptly — just like we do at D&M. You should answer the phone by the third ring. Greeting over the phone plays a crucial role in building a good impression. Plan your phone greeting in advance. Use a short greeting.

Be careful of what you say over the phone. Before making serious phone calls, it is good to jot down the points in a paper. This will give an order to your phone call and you will also not forget vital points. Never deviate from subject matter, especially in business

calls. Stop when you have delivered your message. Unnecessary lingering will do more harm than good. Phone calls can become legal evidence, so be careful with the words you use in business calls.

How you present a message over the phone is of great importance in streamlining your communication. There will be occasions when you have to deliver unpleasant messages. In such situations, be direct and follow up with a plan to correct the problem.

Be a good listener. Never interrupt the other person. Always answer the point that the other person has raised. Write down complicated spellings. Acknowledge the speaker from time to time to give the impression that you are seriously listening.

If you would like your D&M representative to review your voice, data, and Internet needs, call us at 1-888-357-5055 or contact us by email at customerservice@DMenterprise.net.

Moving? You Better Read This First

If you subscribe to the theory that change is good, you are probably in that small minority of people who enjoy moving. While moving can be as minor as a distraction from your day-to-day operations, if not handled properly, it could bring your business to a screeching halt.

If you are planning a move, remember, you are not in this alone. D&M can handle all of the voice, data, and Internet issues related to your move.

When D&M oversees a client move, we provide a comprehensive service that takes into account your existing needs, potential savings by changing or upgrading equipment at your new location, as well as a review of the new location noting the pros and cons from a telephony perspective.

When D&M is engaged to assist with a move, we will work through all of the logistical issues for you. And because we have extensive experience with orchestrating moves, we know exactly how to navigate through the customer service mine field that carriers have established to "help" their clients. Please take the advice of D&M when we say that you don't want to navigate that mine field alone.

A sampling of some of the issues and tasks D&M considers when overseeing a client move include:

Ordering one POTS line is the first step. D&M orders one POTS (plain old telephone service) line at the new address to serve as a reference for all of services that will be ordered. Yes, you will pay for a line that is not being used right away but it will literally save hours, if not weeks, of problems when ordering other services.

The next issue to consider is **inside wiring**. Does the site need to be wired, and if so, D&M will arrange for this service. If the site is already wired, D&M will arrange to have a vendor make sure the existing wires are good. You certainly don't want to inherit someone else's wiring problems, and you need to make sure the existing wires are compatible with your phone system and needs. Usually the company who installs your phone system does the cabling and can certify that the existing wires are usable.



Make sure the phone room has a **backboard and electricity**. The LEC (local exchange carrier) will not install new service in a phone room that does not have a backboard and electricity. D&M will help you avoid costly delays by making sure this prerequisite has been addressed.

Internet access and bandwidth. Are you moving because your company has grown? The Internet access you had at your previous location may not be sufficient for your new location. D&M will review your needs and make sure your Internet access and bandwidth are compatible with your needs.

Staying within the same CO / Staying in the same area. If you

are like most businesses you want to keep your existing phone number. In order to eliminate additional costs, when scouting for locations you may want to stay within the same CO (central office). D&M can advise you on the implications of changing phone numbers simply by providing us with the proposed new address.

Setting up RCFs (remote call forwarding). If you move out of the CO you can still keep your old phone numbers by allowing D&M to set up RCFs on

the important numbers. RCF forwards your call to your new number. Based on the volume of people calling your old number we recommend adding additional call paths so no one will get a busy signal. As time goes by, you can reduce the number of call paths to lower your cost. After a period of time you can eliminate your old number completely when everyone learns your new number. Keep in mind there is an additional cost for this service but the

phone numbers your customers have been dialing for years will still work. Based on D&M's experience, this is certainly a worthwhile expense. For a fax line you only need one path.

What numbers do I keep? Next you need to identify what phone numbers you want to keep. It is essential that you keep your main phone and FSX numbers, along with any numbers that are called directly, including any private lines. As a result, in most cases you do not have to keep all of your old phone numbers. The numbers that people dial when they are trying to reach you are the ones you need to keep. Your hunting lines are lines that no one knows so these numbers can be replaced. For example, if you have

Quotes of the Month

"Pain is temporary. Quitting lasts forever."

Lance Armstrong
U.S. cyclist,
7-time winner
of the Tour
de France,
cancer survivor

"The best way to predict the future is to create it."

Peter F. Drucker
Austrian-American
economist and
author

Special Section On Moving (Continued)

ten lines in a hunt group with your main number being the first number, no one knows the remaining nine lines so these numbers can be replaced.

TN swap When D&M orders new lines at your new location, we will swap out your new main number and new fax line with your existing main and fax numbers. This is an essential task that D&M will handle for you.

Call Intercept allows you to play a message for the caller that advises them that your phone number has changed. D&M will set this up only on the phone numbers that are dialed, i.e., main numbers. In addition, we will make sure that these recordings are never placed on a fax line. This is a free service for the first 30 days, and is a nominal charge thereafter. If you want to extend this service past 30 days, D&M will handle this for you.

How many days in advance should you place orders? If installing T-1 or PRI allow at least 2 months. 8 weeks are required so you have ample time to install the circuits, turn up and test. In addition, if you have a facility problem, this 8-week cushion will give you time to resolve the issue without adversely affecting your project schedule.

D&M will also assign one experienced Customer Service Representative to be your main contact for the move. With **one central point of contact**, D&M can minimize any misunderstandings as to who is responsible for doing what and when.

Based on D&M's extensive experience, we suggest porting take place on **Friday. This is by far the best day to move** because if there is a problem the carrier has time to fix it over the weekend.

Finally, your new move is the perfect time to **review your phone system**. Has your company grown out of its current system? D&M will review your existing set-up and advise if now is the best time to upgrade or

expand.

In general, you should base all facets of your move on the time tested adage "Hope for the best but plan for the worst." It has been D&M's experience that sometime during the move you will live through both ends of this saying. Moreover, you will undoubtedly take those parts of the move that go smoothly (the best) for granted and grossly underestimate the impact the negative aspects (the worst) will have.

In short, the best advice we can offer is plan ahead and allow plenty of time for the telephony vendors to do their job. In addition, the type of location you are moving to could have serious implications as to the time needed to complete your install. For example, if it is determined that a facility problem exists, this can add weeks, if not months, to the install time.

About five years ago a customer called D&M and advised us that he was moving. We told the customer to "let us know when you are moving so D&M can take care of everything for you." The customer called us about two months later and, as if he thought we could simply push a button from our office to make the phones at his new location operational, he said "I moved, so turn on my phones." Unfortunately for this client, things in the world of telecom don't happen that quickly. Our solution was to forward his calls to his cell phone and redirect his faxes until we could get his service installed at the new address.

Once all the services are set-up at your new location, D&M will make sure they are thoroughly tested before you move in. I can assure you that there is nothing quieter than an office with no working phone service! And finally, once you are in and the new service is working properly, then, and only then, should you cancel your old phone service.

When you are ordering new phone lines, keep in mind that












the numbers are never guaranteed until they are installed. Therefore, you should hold off on printing any documents with your new numbers (i.e., business cards, letterhead, moving announcements, etc.) until the technician has confirmed the phone numbers.

With a little advance planning before you move, you can avoid costly and time-consuming mistakes. And if you take the additional step of allowing D&M to handle the voice, data, and Internet components of your move, instead of hoping for the best and planning for the worst, you will take the entire process in stride because we will ensure that your move goes off without a hitch.

For more information on how D&M can assist with a company move, call us at 1-888-357-5055 or email us anytime at customerservice@DMenterprise.net.

Telephony Moving Checklist

Without proper planning, moving your company can have disastrous consequences. That's why your first course of action should be a call to D&M. Not only will we do all the items included in the checklist below, but perhaps more importantly, we will free you up so you can focus on those aspects of your move that you can not outsource to an expert.

-  1. Confirm location of phone room with building management. If room is behind a locked door, find out who has the key.
-  2. Order 1 POTS line
-  3. Make a list of all main numbers, fax lines, & toll-free numbers.
-  4. Order T-1's for voice & data
-  5. Order additional POTS lines. If you have an alarm or modem, they also require lines
-  6. Have an inside wiring vendor certify all existing cables are good and install new ones
-  7. Set move-in date
-  8. Set test & turn up-date
-  9. Place order for Intercept/TN swap
-  10. Set up port date
-  11. Cancel old service

Even if you are only thinking about moving your business, call D&M at 1-888-357-5055 for a **free** consultation on the repercussions of a move.

Convert Calls Into Powerful Presentations

You can multiply your ability to persuade by 400%, whether your audience is 1 or 100. Web-based presentations add a visual element to teleconferences. Instead of just talking to prospects, you can simultaneously show them and tell them.

According to a Wharton Business School study, this dual mode communication makes your message up to four times more effective than using just your voice.

Present from your office:

Web-based presentations can be as effective as in-the-same-room presentations, but are free from the costs and frustrations involved in traveling. Talk to your prospects using your current telephone or—for large groups—a rented bridge line. You and your audience view your visuals using a standard web browser and Internet connection.

You control what's displayed on your audience's computer screen! Your screen contains a menu listing available visuals. You control presentation content, pace, and sequence. You can spend as much or as little time as desired on each visual. You can show all of your visuals, or just those needed to respond to attendee concerns or questions.

No limits on audience size:

No audience is too large or too small for a web-based presentation! You can easily and cost-effectively show and tell one-to-one as you speak to individual prospects, or you can present to hundreds at a time.

No advance scheduling:

Your visuals are available 24/7. No reservations are required to present. Convert any telephone call into a presentation by inviting your caller to immediately access your online visuals while talking. More than one set of visuals can be prepared and ready for instant use.

Preparing your visuals:

Use Microsoft PowerPoint™ to create your presentation. Presentations can be as simple or complex as desired. In addition to creating visuals for your “core” presentation, consider creating “contingency” visuals available for showing as needed. This permits you to customize your presentation on the basis of questions from the audience or callers.

You can easily add and edit visuals. This permits you to customize the title or specific visuals with your client's name or client-specific contents and prices.

After completing your presentation, upload it to the server where your visuals will be available online to you and your clients, prospects, or employees.

Access:

Only those who know the specific location of your presentation on the web will be able to access your visuals. You can communicate the URL during the phone conversation or you can send it to a group via e-mail before an event.

Unless you are also online, visitors

will not be able to navigate through your presentation.

Applications:

Any presentation task you would normally accomplish in-person can now be done on the phone and online:

- **Demonstrations.** Do a better job of describing the benefits of your product or service by showing as well as telling. Interactively walk prospects through the steps you'll use to help them solve a pressing problem or achieve a desired goal.

- **Previews.** Increase attendance at teleseminars and live events by previewing the contents and benefits of attending.

- **Proposals.** Deliver client presentations in an interactive environment. Use your voice to build enthusiasm and address concerns or questions as they arise.

- **Continuous contact.** Keep in close touch with clients and prospects while helping them make informed purchase decisions and the best use of their purchase.

- **Training.** Keep employees and your sales staff motivated and up to date on your latest products and services.

It's all about relationships. Web-based presentations are just another way you can put today's low-cost technology to work building and maintaining close ties with customers and prospects. At low cost, you can communicate with added impact from your office.

“Did You Hear About...”

Mohandas [Mahatma] Karamchand Gandhi (1869-1948), the great Indian statesman and spiritual leader is noted for his unusual humanity and selflessness, which this story epitomizes.

Gandhi was boarding a train one day with a number of companions and followers, when his shoe fell from his foot and disappeared in the gap between the train and platform. Unable to retrieve it, he took off his other shoe and threw it down by the first. Responding to the puzzlement of his fellow trav-

elers, Gandhi explained that a



gle shoe is no better off - what's really helpful is finding a pair.

Which leads us to ask, what are you doing to help your co-workers, prospects, and clients. Are you leaving them with just one shoe or are you thinking through every situation to provide the best possible solution you can?

Mahatma Gandhi

D&M Works With The Beacon Group For Verizon Services

The Beacon Group is Verizon's largest independent solutions provider in the U.S. As an exclusive sales agency for Verizon, they are experts in evaluating the network needs of their business customers and assembling the appropriate Verizon solutions to meet those needs.

Anyone who has ever ordered a phone line knows that dealing with large organizations such as Verizon can be a challenge. Knowing who to call and where to get assistance can be frustrating for customers looking for help. With their exclusive focus on Verizon, The Beacon Group is able to navigate the processes and procedures of the telecom giant to make it simpler for their customers. On a pre-sale basis, The Beacon Group's sales support team adds value by providing D&M with

researching and pricing network solutions, as well as with assembling the paperwork. Once an order is placed, their provisioning team tracks all of the service orders, coordinates the installation details, and helps facilitate ongoing services.



With over 12 years of experience working with Verizon, The Beacon Group's staff is well versed in their extensive suite of voice, data and Internet services. Their voice solutions,

inter-office connectivity, data solutions range from point-to-point circuits (DS1, DS3 and up), and Verizon's Private IP (PIP) MPLS, to Ethernet Private Lines. Internet services from Verizon are available in the form of DSL, Internet Dedicated Access (T1 and up) and Internet Dedicated Ethernet. Verizon also offers integrated services combining voice and Internet in their Flexgrow service and their suite of VoIP solutions. Throughout their product line, Verizon services offer some of the best SLA's in the industry.

D&M is proud of its longstanding relationship with the Beacon Group and we have a long list of satisfied clients who are equally appreciative!

If you would like information on Verizon services contact your D&M representative today at 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.



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