



D&M Communicator

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SPECIAL POINTS OF INTEREST

- Learn The Intricacies Of Setting The Right Sale Price (page 1)
- The First Step In Fixing A Bad Phone Line Is Knowing Which Line Is Bad (pages 2 & 3)
- Tips To Be Coming A Better Public Speaker (page 4)

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From The Desk Of The President

For those of you who think you know me, here's a bit of information that may take you by surprise. When not trying to save you money or make your company more efficient, in the fall, I am one of the coaches for my 8 year-old son's football team.

And as I write this, the Holmdel Hornets are undefeated after 5 games. I point this out not because I am a proud father and coach (which I am), but because I realized even 8

year-olds can learn the benefit of team work and a corp d'esprit.

While it is difficult to play the role of parent and coach simultaneously,



Steven Gerhardt,
President, D&M
Enterprise Group

I realize I often do the same thing when over-seeing the accounts of D&M's clients. How? First, at D&M we treat all our

clients like family. And nothing makes me happier than showing (some may call it coaching) a client how they can improve their business.

And just like the football team, D&M's corp d'esprit mandates that when the clients benefit, D&M benefits.

steve

P.S. I've included a useful tool to determine the phone number from any line, see the special section on pages 2 & 3.

Factors To Consider In Determining Price

Calculating what your goods and services actually cost you is the first step in pricing. You have to include everything from material to fuel to rent, utilities and maintenance.



The importance and future benefits of investing the time to determine the proper sale price can not be overstated.

If your overhead is lower than a competitor's, you might consider selling a product for less. But be careful. Under-pricing for the market is the most common mistake

companies make.

According to *Money*, the sweet spot above costs depends on factors that include the geographic area in which you do business, what the competition is charging, and even the state of the economy.

Don't forget to add the cost of advertising. Conventional wisdom dictates 2 percent to 4

percent of sales for advertising, say advisors writing in *INC. Magazine*. In retail, however, it's higher.

Direct mail and Web stores

- If you are selling over the Internet or by mail, getting to know your market and your prospective customers can help you determine pricing.

- Getting to know your competitors is even more important. Know who they are, the quality of their products, and what extra services they provide.

- When your product is new, different, or unique, you might try

testing various prices. In some markets, people are willing to pay more for the same item because they attach more value to it. One advertiser offered the same product for \$29, \$59, and \$95 in three different markets. They received more orders at the \$95 price, so that became the advertised price thereafter.

- Survey your ideal customers to decide what features make your product attractive and what other features they would like to have. Pitfall: Studies have determined that it's more profitable to spend money attracting new customers than pleasing present customers, because there are many more prospective customers. Present customers' input, however, could make your products more pleasing to all.

- Create urgency in your advertising. Offer a limited-time discounted price, which will encourage bargain shoppers to buy before the price increases.

Phone Number Detection Tool

D&M often gets calls from clients telling us they have a problem with a phone line, but they have no idea which line is having the problem. By using the chart below and dialing the number next to the area code that corresponds with your location, an automated system will tell you the phone number the call is originating from. However, this program only works for POTS (plain old telephone service) lines.

This is a great tool to ID a phone number for repair or when you do not know what number is associated with a phone jack.

Area Code	Dial This Number For the Location Provided
310	1223 Long Beach, CA (Some 1AESS switches)
310	211-2345 Long Beach, CA (English response)
310	211-2346 Long Beach, CA (DTMF response)
312	200 Chicago, IL
312	290 Chicago, IL
312	1-200-8825 Chicago, IL (Last four change rapidly)
312	1-200-555-1212 Chicago, IL
313	200-200-2002 Ann Arbor/Dearborn/Detroit, MI
313	200-222-2222 Ann Arbor/Dearborn/Detroit, MI
313	200200200200200 Ann Arbor/Dearborn/Detroit, MI
315	953 Syracuse/Utica, NY
315	958 Syracuse/Utica, NY
315	998 Syracuse/Utica, NY
317	310-222-2222 Indianapolis/Kokomo, IN
317	559-222-2222 Indianapolis/Kokomo, IN
317	743-1218 Indianapolis/Kokomo, IN
334	5572411 Montgomery, AL
334	5572311 Montgomery, AL
401	200-200-4444 RI
401	222-2222 RI
402	311 Lincoln, NE
404	311 Atlanta, GA
404	990 Atlanta, GA
405	890-7777777 Enid/Oklahoma City, OK
405	897 Enid/Oklahoma City, OK
407	200-222-2222 Orlando/W. Palm Bch, FL (Bell S.)
407	520-3111 Orlando/West Palm Beach, FL (United)
408	760 San Jose, CA
408	940 San Jose, CA
409	951 Beaumont/Galveston, TX
410	200-6969 Annapolis/Baltimore, MD
410	200-200-6969 Annapolis/Baltimore, MD
410	200-555-1212 Annapolis/Baltimore, MD
410	811 Annapolis/Baltimore, MD
412	711-6633 Pittsburgh, PA
412	711-4411 Pittsburgh, PA
413	958 Pittsfield/Springfield, MA
413	200-555-5555 Pittsfield/Springfield, MA
414	330-2234 Fond du Lac/Green Bay/Milwaukee, WI
415	200-555-1212 San Francisco, CA
415	211-2111 San Francisco, CA
415	2222 San Francisco, CA
415	640 San Francisco, CA
415	760-2878 San Francisco, CA
415	7600-2222 San Francisco, CA
419	311 Toledo, OH
423	200-200-200 Chattanooga, Knoxville, TN
501	511 AR
502	2002222222 Frankfort/Louisville/Paducah, KY
502	997-555-1212 Frankfort/Louisville/Shelbyville, KY
503	611 Portland, OR
503	999 Portland, OR (GTE)

Area Code	Dial This Number For the Location Provided
201	958 Hackensack/Jersey City/Newark/ NJ
202	811 District of Columbia
203	970 CT
205	300-222-2222 Birmingham, AL
205	300-555-5555 Many small towns in AL
205	300-648-1111 Dora, AL
205	300-765-4321 Bessemer, AL
205	300-798-1111 Forestdale, AL
205	300-833-3333 Birmingham
205	557-2311 Birmingham, AL
205	811 Pell City/Cropwell/Lincoln, AL
205	841-1111 Tarrant, AL
205	908-222-2222 Birmingham, AL
206	411 WA (Not US West)
207	958 ME
209	830-2121 Stockton, CA
209	211-9779 Stockton, CA
210	830 Brownsville/Laredo/San Antonio, TX
210	951 Brownsville/Laredo/San Antonio, TX (GTE)
212	958 Manhattan, NY
213	114 Los Angeles, CA (GTE)
213	1223 Los Angeles, CA (Some 1AESS switches)
213	211-2345 Los Angeles, CA (English response)
213	211-2346 Los Angeles, CA (DTMF response)
213	61056 Los Angeles, CA
214	570 Dallas, TX
214	790 Dallas, TX (GTE)
214	970-222-2222 Dallas, TX
214	970-611-1111 Dallas, TX (Southwestern Bell)
215	511 Philadelphia, PA
215	958 Philadelphia, PA
216	331 Akron/Canton/Cleveland/Youngstown, OH
216	959-9892 Akron/Canton/Cleveland/Youngstown, OH
219	550 Gary/Hammond/Michigan City/Southbend, IN
219	559 Gary/Hammond/Michigan City/Southbend, IN
301	2002006969 Hagerstown/Rockville, MD
301	958-9968 Hagerstown/Rockville, MD
303	958 Aspen/Boulder/Denver/Grand Junction, CO
305	200-555-1212 Ft. Lauderdale/Key West/Miami, FL
305	200200200200200 Ft. L. dale/Key West/Miami, FL
305	780-2411 Ft. Lauderdale/Key West/Miami, FL
310	114 Long Beach, CA (On many GTE switches)

Area Code	Dial This Number For the Location Provided	Area Code	Dial This Number For the Location Provided
504	99882233 Baton Rouge/New Orleans, LA	708	200-6153 Chicago/Elgin, IL
504	201-269-1111 Baton Rouge/New Orleans, LA	708	724-9951 Chicago/Elgin, IL
504	998 Baton Rouge/New Orleans, LA	713	380 Houston, TX
504	99851-000000000 B.Rouge/New Orleans, LA	713	811 Humble, TX
508	958 Fall River/New Bedford/Worcester, MA	713	380-5555-5555 Houston, TX
508	200-222-1234 Fall River/Worcester, MA	714	114 Anaheim, CA (GTE)
508	200-222-2222 New Bedford/Worcester, MA	714	211-2121 Anaheim, CA (PacBell)
508	26011 Fall River/New Bedford/Worcester, MA	714	211-2222 Anaheim, CA (Pacbell)
509	560 Spokane/Walla Walla/Yakima, WA	714	211-7777 Anaheim, CA (Pacbell)
510	760-1111 Oakland, CA	716	511 Buffalo/Niagara Falls/Rochester, NY
512	830 Austin/Corpus Christi, TX	716	990 Buffalo/Niagara Falls/Rochester, NY
513	380-55555555 Cincinnati/Dayton, OH	717	711 Coaldale/Lansford/Summit Hill, PA (Alltel)
515	5463 Des Moines, IA	717	958 Harrisburg/Scranton/Wilkes-Barre, PA
515	811 Des Moines, IA	718	958 Bronx/Brooklyn/Queens/Staten Island, NY
516	958 Hempstead/Long Island, NY	770	780-2311 Atlanta/Marietta/Norcross, GA
516	968 Hempstead/Long Island, NY	802	2-222-222-2222 Vermont
517	200-222-2222 Bay City/Jackson/Lansing, MI	802	200-222-2222 Vermont
517	200200200200200 Bay City/Lansing, MI	802	1-700-222-2222 Vermont
518	511 Albany/Schenectady/Troy, NY	802	111-2222 Vermont
518	997 Albany/Schenectady/Troy, NY	804	990 Virginia Beach, VA
518	998 Albany/Schenectady/Troy, NY	805	114 Bakersfield/Santa Barbara, CA
540	211 Roanoke, VA (GTE)	805	211-2346 Bakersfield/Santa Barbara, CA
540	311 Roanoke, VA (GTE)	805	830 Bakersfield/Santa Barbara, CA
541	200 Bend, OR	810	200200200200200 Flint/Pontiac/Southfield/Troy, MI
603	200-222-2222 NH	810	311 Pontiac/Southfield/Troy, MI
606	997-555-1212 Ashland/Winchester, KY	812	410-555-1212 Evansville, IN
606	711 Ashland/Winchester, KY	813	311 Ft. Meyers/St. Petersburg/Tampa, FL
607	993 Binghamton/Elmira, NY	815	200-3374 Crystal Lake, IL
609	958 Atlantic City/Camden/Trenton/Vineland, NJ	815	270-3374 Crystal Lake, IL
610	958 Allentown/Reading, PA	815	770-3374 Crystal Lake, IL
610	958-4100 Allentown/Reading, PA	815	290 La Salle/Rockford, IL
612	511 Minneapolis/St.Paul, MN	817	211 Ft. Worth/Waco, TX
614	200 Columbus/Steubenville, OH	817	970-611-1111 Ft. Worth/Waco, TX (S.W. Bell)
614	571 Columbus/Steubenville, OH	818	1223 Pasadena, CA (Some 1AESS switches)
615	200200200200200 Chatanooga/N.ville, TN	818	211-2345 Pasadena, CA (English response)
615	2002222222 Chatanooga/K.ville/Nashville, TN	818	211-2346 Pasadena, CA (DTMF response)
615	830 Nashville, TN	860	970 CT
616	200-222-2222 Btle Crk/Kalamazoo, MI	903	970-611-1111 Tyler, TX
617	200-222-1234 Boston, MA	904	200-222-222 Jacksonville/Pensacola/Tallahassee, FL
617	200-222-2222 Boston, MA	906	1-200-222-2222 Marquette/Sault Ste. Marie, MI
617	200-444-4444 Boston, MA (Woburn, MA)	907	811 AK
617	220-2622 Boston, MA	908	958 New Brunswick, NJ
617	958 Boston, MA	909	111 Riverside/San Bernardino, CA (GTE)
618	930 Alton/Cairo/Mt.Vernon, IL	910	200 Fayetteville/Greensboro/Raleigh/Win-Sal, NC
619	211-2001 San Diego, CA	910	311 Fayetteville/Greensboro/Raleigh/Win-Sal, NC
619	211-2121 San Diego, CA	910	988 Fayetteville/Greensboro/Raleigh/Win-Sal, NC
659	220-2622 Newmarket, NH	914	990-1111 Peekskill/Poughkeepsie/Yonkers, NY
703	211 VA	916	211-0007 Sacramento, CA (Pac Bell)
703	511-3636 Culpeper/Fredericksburg, VA	916	461 Sacramento, CA (Roseville Telephone)
703	811 Alexandria/Arlington/Roanoke, VA	919	200 Durham, NC
704	311 Asheville/Charlotte, NC	919	711 Durham, NC
707	211-2222 Eureka, CA	954	200-555-1212 Ft. Lauderdale, FL
708	1-200-555-1212 Chicago/Elgin, IL	954	200200200200200 Ft. Lauderdale, FL
708	1-200-8825 Chicago/Elgin, IL	954	780-2411 Ft. Lauderdale, FL

Public Speaking Tips & Advice: Principles Of Credibility

It doesn't matter who you are speaking to. Whether to a group of a thousand, a radio or television audience, or one person in the privacy of your office, communicating successfully depends on your ability to come across in a credible and honest fashion. Good intentions are not enough. Many the honest, open speaker has created an impression of shiftiness and dishonesty due to a lack of understanding about how to structure content, and how to use language and speaking style to come across in a credible manner. In this column we provide some tips for you.

What Does Credibility Mean?

You will be perceived as credible when you:

- Appear relatively unbiased
- Appear similar to the audience
- Communicate in ways the audience understands
- Demonstrate understanding of the audience's opinions
- Do not sound defensive or aggressive
- Do not overreact to criticism

Specific Tips

1. Don't oversell or ignore downsides from the audience's points of view. Research suggests a mix of focusing on evidence to support your position AND considering objections is most effective.

2. Preempt attacks by bringing up audience concerns yourself. For example: "I know some of you are probably thinking [fill in objection]. Let me address that." This is much better than ignoring an issue until an audience member attacks you with an

objection.

3. Match your language to the audience. That is, stay away from all bureaucratic language and abbreviations, unless your entire audience is very familiar with them. Even then, explain the abbreviations.

Match your language to the anticipated educational levels and dialects of the audience members. Don't use huge words, or language that isn't used in the world your audience lives in. Don't use long, convoluted sentences, either. Speak like them!

4. Whenever possible, DON'T READ A PREPARED SPEECH. This reduces your power of influence and credibility. Very few people are able to read a speech effectively. Most attempts at reading make you appear unconfident, stiff, and artificial. Reading occasional quotes, however, is OK.

5. Generally, a lectern separates you from the audience. Consider using a wireless microphone so that you can leave the lectern, or dispense with it entirely. However, if you must use a lectern, don't use a death grip on it. The audience will perceive this as discomfort and stiffness. By the way, walking around is relaxing for you (usually), and is more interesting for the audience.

6. Use a well-organized structure for your presentation. Use the old saw: Tell them what you are going to tell them. Then tell them. Then tell them what you told them. This corresponds to the introduction,

body, and conclusions/summary.

7. When using the above structure, indicate in your opening that you imagine that some may have concerns that you will address. Then, in your body, present both sides. You may want to emphasize any positives you have identified.

8. Speak with energy and intensity to show your commitment to your topic, but don't go "over the top" by sounding like a preacher or salesperson.

9. Make an extra effort to make eye contact with people in the group. The listeners need to feel that your primary concern is each of them, not selling them on the ideas YOU have. So you want to appear as listener-focused as possible.

10. Don't try to accomplish too much, or present too much information. The more you present, the less impact each point has. By trying to do too much you risk the possibility that the listeners will miss your main points, or simply get lost and frustrated.

Conclusion

While most of the tips presented relate to sounding credible to a group of people, most apply to talking to individuals also. Remember the best way to sound credible is to focus on the audience and its concerns, rather than on your own concerns.

“Did You Hear About...”

There are various versions of the story of the blind men and the elephant. The blind men and the elephant is a legend that appears in different cultures - notably China, Africa and India - and the tale dates back thousands of years. Here's a story of the six blind men and the elephant:

Six blind men were discussing exactly what they believed an elephant to be, since each had heard how strange the creature was, yet none had ever seen one before. So the blind men agreed to find an elephant and discover what the animal was really like.

It didn't take the blind men long to find an elephant at a nearby market. The first blind man approached the beast and felt the animal's firm flat side. "It seems to me that the elephant is just like a wall," he said to his friends.

The second blind man reached out and touched one of the elephant's tusks. "No, this is round and smooth and sharp - the elephant is like a spear."

Intrigued, the third blind man stepped up to the elephant and touched its trunk. "Well, I can't agree with either of you; I feel a squirming writhing thing - surely the elephant is just like a snake."

The fourth blind man was of course by now quite puzzled. So he reached out, and felt the elephant's leg. "You are all talking complete nonsense," he said, "because clearly the elephant is just like a tree."

Utterly confused, the fifth blind man stepped forward and grabbed one of the elephant's ears. "You must all be mad - an elephant is exactly like a fan."

Duly, the sixth man approached, and, holding the beast's tail, disagreed again. "It's nothing like any of your descriptions - the elephant is just like a rope."

And all six blind men continued to argue, based on their own particular experiences, as to what they thought an elephant was like. It was an argument that they were never able to resolve. Each of them was concerned only with their own idea. None of them had the full picture, and none could see any of the other's point of view. Each man saw the elephant as something quite different, and while in part each blind man was right, none was wholly correct.

There is never just one way to look at something - there are always different perspectives, meanings, and perceptions, depending on who is looking.

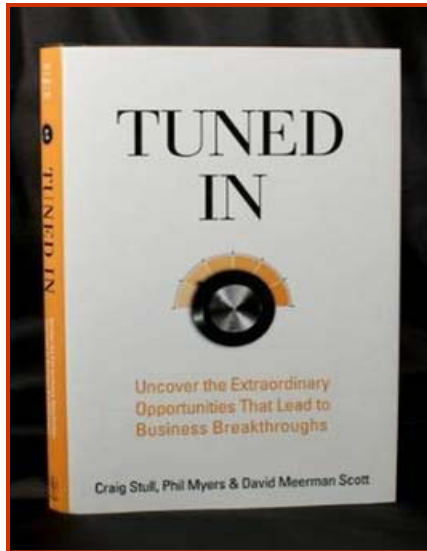
Identify Opportunities To Solve People's Problems

Book Review: What is a resonator? In their new book, *Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs*, authors Craig Stull, Paul Myers, and David Meerman Scott say: It's a breakthrough offering that people instantly understand and will be happy to pay for.

Every business is looking for one. To increase their chances of a breakthrough, the authors say companies should look for the problems of real people, more specifically, people the company is not yet serving.

They have one caution: Create products or services that satisfy the needs and wants of actual people, whether they are individuals or are with companies. Sometimes, in their search for innovation, an organization will pursue an idea that company leaders like.

The company may go forward with a project based on the leaders' personal experience or hunches rather than actual data. Successful innovators develop products by connecting



deeply with consumers. Well-constructed chapters provide a six-step "Tuned in Process" complete with examples of how the process worked in a broad span of industries.

Here's an idea which may apply to many businesses. The *Tuned In* authors say focusing on potential customers is more profitable than enhancing products in order to please existing customers. Presumably, there are many more potential customers than the number a company already has.

In the chapter "Articulate Powerful Ideas," the authors show how to talk about a business differently to different groups. They compare smart marketers to comedians who know just which jokes will work on which audiences.

Tuned in: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs, by Craig Stull, Phil Myers, and David Meerman Scott, Wiley, 2008, 224 pages.

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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meet superior customer service**

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