



Where world class communications meet superior customer service

D&M Communicator

www.DMenterprise.net

1-888-357-5055

VOLUME 3 ISSUE 9

SEPTEMBER 2009

SPECIAL POINTS OF INTEREST

- **Do You Want To Improve The Quality Of Your Company's Work? Use these 33 Tips!** (page 2)
- **Can Your Company Benefit from IT Outsourcing?** (page 3)
- **Is Your Company Prepared For Flu Season?** (page 4)

INSIDE THIS ISSUE:

- From The Desk Of The President** 1
- 5 Steps To Protecting Personal Information** 1
- 33 Steps To Improve Quality In Your Business** 2
- IT Outsourcing: Is It Right For Your Business?** 3
- Did You Hear About...** 3
- Flu Season Tips For Small Businesses** 4
- Telephone Answering Tips: When Not To Answer The Phone** 4
- Sales Tip Of The Month** 4
- Book Review: How To Build A World-Class Sales Team** 5
- About D&M** 5

From The Desk Of The President

When pitching a prospect for their business, it is inevitable that I will be asked "What makes D&M different from your competitors?" While some salespeople may cringe when they hear that question, I welcome it!

"The D&M Difference," as we like to call it, is an encapsulation of our company philosophy, which starts when the phone rings and ends with a referral.

Specifically, the D&M Difference includes:

1) Answering the phone on the first or second ring.

2) Keeping the customer informed by providing regular updates.

3) Do not over promise and under deliver. Instead, under promise and over deliver.



Steven Gerhardt, President, D&M Enterprise Group

4) Letting the customer know when you will call back and calling back at the scheduled time.

5) Providing summaries if requested.

6) Not arguing with customers.

7) Bad customer service leads to customers leaving. Great customer service leads to referrals.

We look forward to providing your company with great customer service.

If you have a question about your voice, data, or Internet service — or if you have a referral, call me at 1-732-335-5510.

Steve

5 Steps To Protecting Personal Information

What's in your file cabinet right now? Tax records? Payroll information? And what's on your computer system? Financial data from your suppliers? Credit card numbers from your customers? To a busy marketer, those documents are an everyday part of doing business. But in the hands of an identity thief, they're tools for draining bank accounts, opening bogus lines of credit, and going on the shopping spree of a lifetime — at the expense of your company, your employees, and the customers who trust you.

Sophisticated hack attacks make the headlines, but many security breaches could be prevented by commonsense measures that cost companies next to nothing. That's why the Federal Trade Commission (FTC) has published [Protecting Personal Information: A Guide for Business](#), a plain-language handbook with practical tips on secure

ing sensitive data. The specifics depend on the size of your company and the kind of information you have, but the basic principles remain the same. Whether you work for a multinational powerhouse with branches around the world or a start-up based in a home office, a sound information security plan is built on these five key practices:

- **Take stock.** Know what personal information you have in your files and on your computer. Understand how personal information moves into, through, and out of your business and who has access — or could have access to it.
- **Scale down.** Keep only what you need for your business. That old business practice of holding on to every scrap of paper is "so 20th century." These days, if you don't have a legitimate business

mation in your files or on your computer, don't keep it.

- **Lock it.** Protect the information you keep. Be cognizant of physical security, electronic security, employee training, and the practices of your contractors and affiliates.
- **Pitch it.** Properly dispose of what you no longer need. Make sure papers containing personal information are shredded, burned, or pulverized so they can't be reconstructed by an identity thief.
- **Plan ahead.** Draft a plan to respond to security incidents. Designate a senior member of your team to create an action plan before a breach happens.

Get your copy of *Protecting Personal Information: A Guide for Business* at www.ftc.gov/infosecurity.

33 Steps To Improve Quality In Your Business

What can you do to improve the quality of your organization's services and products? You don't need a grandiose master plan, but consider the following ideas about small things that you can do to improve your company.

1. Find the lowest paid person in your organization and ask them what they think customers want from your organization.
2. Profusely thank the employee in #1 for the information.
3. Spend a half-day every quarter answering the phones.
4. Call a client every month and ask them questions about how they see your service.
5. Put quality issues as the first item on all meeting agendas. You do have agendas, don't you?
6. After the quality discussion at meetings, get up and leave the meeting, and ask the other attendees to continue with the other issues.
7. Buy a book by or about W. Edwards Deming.
8. Actually finish a book about or by W. Edwards Deming.
9. Everyday, ask an employee "Why do we do it this way?"
10. Every week ask your boss "Why do we do it that way?"
11. Go to your office, shut the door, and identify something your organization does that is patently dumb, has never made sense, and has never changed.
12. Ask your employees to suggest solutions to what you identified in #11.
13. Once you have all the suggestions, ask someone to actually implement a solution to fix a problem identified in #11.
14. Ask each employee to contact a customer a week to find out what they need from your organization.
15. Establish a way of making use...really making use of the information collected in #14.
16. Call a colleague who is introducing TQM (total quality management) in his workplace, and arrange to have lunch.
17. **If you fail to plan, you plan to fail**
18. Find out about the American Society for Quality Control (ASQC), and go to one of their meetings.
19. Ask employees how you can personally support them in delivering quality service. Keep your ears open and your mouth shut.
20. If you are a manager or executive, try thinking like a customer or employee.
21. If you are a regular person or employee, try thinking like an executive.
22. Imagine what it would be like if your organization ran perfectly. Write the description down.
23. If you spend most of your time in your office, or meeting with other managers, set aside regular time to talk to employees or clients as they come in the door.
24. If you spend most of your time out of your office rushing around, then go to your office, shut the door for half an hour, and take time to reflect.
25. Calculate what it costs your organization when screw-ups happen.
26. Figure out how much of your time is spent dealing with things that go wrong.
27. Spend your time focusing on things you can change, and not on things that you can't.
28. Encourage your staff to focus on things under their control.
29. Never assume that things are beyond your control until you have checked it out (alright, you probably can't turn the economy around all by yourself).
30. Commend an employee for doing his or her job. Don't wait for a dramatic accomplishment.
31. Read a book about management. Any book on management will do.
32. Write a little description of how you are improving quality in your organization, and send it to *The Work-Smart Bulletin*. Better yet, ask an employee if he or she is willing.
33. Find out how quality improvement teams work (and fail), and how you can help them work.

IT Outsourcing: Is It Right For Your Business?

By outsourcing the day-to-day management activities of your IT infrastructure, your company can focus on its core business. Data center outsourcing makes a lot of sense for your business if you want to dramatically reduce your costs for IT operations, particularly for companies that need mainframe, AS/400, server hosting services and open systems.

Blue Hill Data Services, a BPO Management Services company, provides flexible, scalable capacity and pricing to meet increasing or decreasing IT resource requirements. Their approach to IT management is to clearly define the client's business and IT objectives, and continuously monitor and report on services to ensure process improvement.

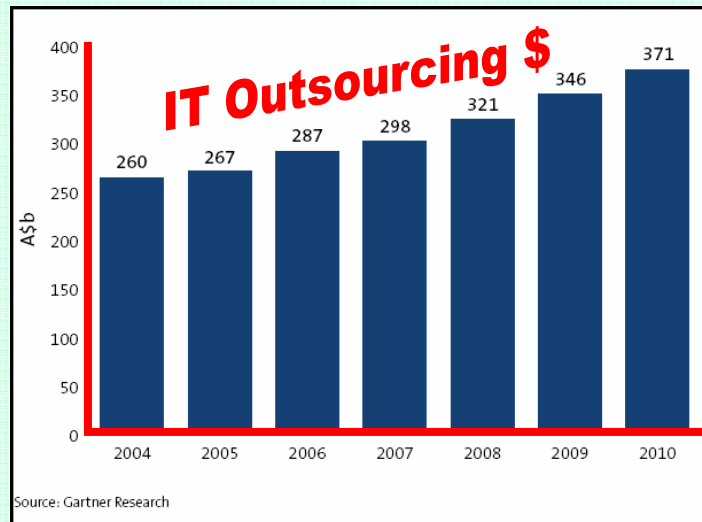
Blue Hill's staff is skilled in all facets of IT infrastructure outsourcing to provide you with optimal ongoing support for your operations and technical requirements.

Blue Hill's data center outsourcing solutions are designed to meet the needs of businesses that may be experiencing any of the following IT related issues:

- Costly ongoing IT expenditures
- Difficulty keeping in-house IT skills current for mainframe, AS/400, and

server platforms

- Trouble keeping up with state-of-the-art technology
- Need help managing 24/7/365 data center operations



If you are considering outsourcing IT functions, you are not alone. Gartner Research estimates more than 371 billion dollars will be spent on IT outsourcing by 2010.

- Frustration managing multiple or non-responsive vendors
- Concern over timely recovery from outages and business productivity
- Ensuring compliance standards for data back-up for disaster recovery and business continuity

Blue Hill Data Services connectivity is served by multiple ISP carriers, including

Optimum Lightpath, Verizon, DataNet and others. D&M works closely with Blue Hill Data to ensure the best connectivity at the most economical costs, which can save your business thousands per year.

With availability to multiple ISPs through an IT outsourcing company like Blue Hill, your business is offered fully redundant ingress and egress Internet access provided through the use of Border Gateway Protocol (BGP) across all providers.

BGP routing protocol makes it possible for ISPs to connect to each other and for end-users to connect to more than one ISP automatically. BGP is designed to handle a network the size of the Internet, and successfully manage multiple connections to unrelated domains. The BGP solution at Blue Hill can provide your business with automatic dual and redundant paths via IP.

One of the key ways an outsourced IT department can reduce your costs is by utilizing its

extensive knowledge base of various IT specialists. It would cost your business thousands of dollars to maintain such a comprehensive in-house staff of IT professionals, equipment, and software.

To learn more about how your business can benefit from IT outsourcing, or to schedule a free consultation and infrastructure analysis, contact Casey Lane at Blue Hill Data Services at 845-875-7053 or by email at clane@bluehilldata.com.

“Did You Hear About...”

One day, the father of a very wealthy family took his son on a trip to the country with the express purpose of showing him how poor people live.

They spent a couple of days and nights on the farm of what would be considered a very poor family.

On their return from their trip, the father asked his son, “How was the trip?” “It was great, Dad.”

“Did you see how poor people live?” the father asked.

“Oh yeah,” said the son.

“So, tell me, what did you learn from the trip?” asked the father.

The son answered: “I saw that we have one dog and they had four. We have a pool that reaches to the middle of our garden and they have a creek that has no end.

We have imported lanterns in our garden and they have the stars at night.

Our patio reaches to the front yard and

they have the whole horizon.

“We have a small piece of land to live on and they have fields that go beyond our sight.

“We have servants who serve us, but they serve others. We buy our food, but they grow theirs.

“We have walls around our property to protect us, they have friends to protect them.” The boy's father was speechless.

Then his son added, “Thanks, Dad, for showing me how poor we are.”

Flu Season Tips For Small Businesses

The Centers for Disease Control and Prevention (CDC) estimates that each year in the U.S., on average, more than 200,000 people are hospitalized for flu complications, and about 36,000 people die. With the spread of H1N1 (swine flu) virus, it is predicted those numbers will increase.

The best way to battle the flu is with a good defense. For small businesses, that means protecting yourself and your staff from germs with simple and straightforward measures and being prepared when staff can't make it in, due to illness. Not only will you have a healthier, happier workforce, you can keep your business as productive as possible.

Don't forget the basics. The first step is to keep your hands clean: Use soap and water or a hand sanitizer before meals, after shaking hands with someone and especially after using public restrooms.

Consider putting anti-bacterial soap or sanitizer in the office kitchen and bathrooms, and wiping down computer keyboards, phones, door knobs, light switches and shared electronics such as printers with rubbing alcohol to reduce germ build-up.

A staff e-mail or notice in the office reminding employees of these basics may be a good idea. The CDC provides information and materials for the workplace at www.cdc.gov/flu/workplace/.

Get a flu shot. The CDC recommends an annual flu shot as your most important protection from the disease. In most cases, the vaccine can prevent you from getting the flu and at least minimize your symptoms should you contract it.

Consider making flu shots available to your employees. If your business or building doesn't offer them, make it a yearly office outing for everyone to get flu shots at the same time.

Stay at home, but stay productive. The best way to not get the flu, and to not spread it, is to stay at home at the first sign of illness. Encourage your employees to do the same when they or their family members are feeling under the weather.

Now that staffs are more mobile than ever before, for many, working from the couch is not only possible, but productive as well (depending on how you feel, of course). Consider remote access software, like LogMeIn (LogMeIn.com). It allows you and your employees to access office computers and all of the applications, files and folders on them from any Internet-connected computer. For more information about flu prevention and vaccination, check out the CDC web site at <http://www.cdc.gov/FLU/>.

Telephone Answering Tips: When Not To Answer The Phone

In the retail side of business, we often hear that the three principal success factors are location, location, and location. And as true as this may be, timing is also a crucial factor. Being in the right place at the right time will always enhance your potential for success. The decision is really yours.

Camille Bentkowski, President of K1000 Communications, conveyed his thoughts on this subject through the following real-life story:

Very early this spring, Bentkowski writes, I needed to have my two apple trees in my back yard pruned. In looking for local specialists, I decided to let my fingers do the walking. Therefore I made a number of calls to have someone come and give me an estimate of availability and cost.

Fully realizing that such businesses are usually seasonal and mostly operate with few if any office staff, I do not expect them to be sitting behind a desk waiting for my call. Therefore I am usually not very surprised to have someone answer the phone in an environment that is not always conducive to conducting business. In other words I am always ready to leave a message or if I get an answer I am not surprised to hear some background noise.

In one particular case, around 2 pm the person that answered was obviously having a late lunch. I could barely understand him as he very curtly answered without even identifying himself. I could actually hear him chew and smack his lips. After telling him what I wanted and hearing some paper shuffling in the background he tells me; "Look I can't find my pen so call me back later and leave a message. I'll call you back as soon as I can." Without waiting for my reply he hung up.

Wow!

His reasons were possibly very legitimate, however the impression he gave me was definitely not very professional. Did he answer by mistake? Does he always answer his phone that way? I will never know because his unprofessional and abrupt behavior

turned me off and I took my business elsewhere, where it was appreciated.

Tip #1 DO answer all your calls

- ☀ With a cheerfulness in your voice, showing you are happy to receive the call
- ☀ Greeting your caller as a welcomed guest
- ☀ Identifying yourself and company clearly
- ☀ Ready to do business

Tip #2 DON'T answer any calls if you are not in a good mood

- ☀ Sometimes you have no choice - so remember that you never know how high the stakes are
- ☀ Eating... never answer with a mouthful or chewing gum
- ☀ In a rush or too busy to stop and concentrate on your caller
- ☀ In a situation or environment where you can be easily distracted
- ☀ In an area or time where you are not at liberty to respond appropriately
- ☀ Unable to take notes. I personally always leave a pen and a pad of paper in my car
- ☀ Driving... even with a hands-free phone. When you are doing this you are not concentrating on your either driving or your caller. Both deserve your undivided attention.

Keeping the above tips in mind:

- ☀ Take the time to record a pleasant, inviting, and energetic message on your answering devices and let it do the work for you when you are not able to do it properly.
- ☀ Make sure you return all your calls in a timely manner... ideally within four hours and at most within 24 hours.
- ☀ It is far easier to prepare mentally to deal with any situation when you are initiating the call rather than when you are answering a call.

A person on the phone is just as important as a person in front of you... the impression you leave will always last much longer than you think.

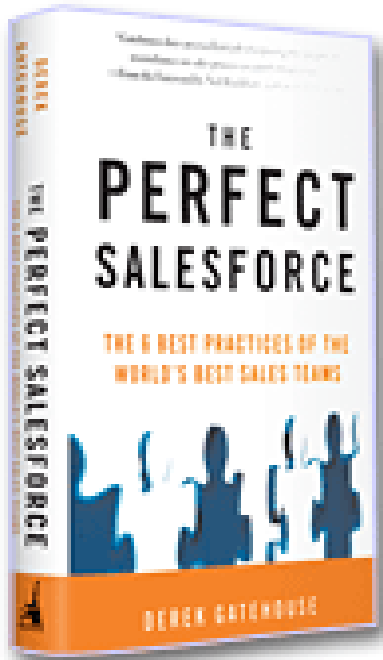
Simple, pleasant, and efficient!

Your reputation will only be as good as today's actions! Do you remember the last time you ate something that you did not like? How long did it take for you to try it again? Maybe never!

Sales Tip Of The Month

Asking questions is one of the most effective sales techniques you can use. By asking questions you begin to uncover the prospect's pains, wants, and desires.

How To Build A World-Class Sales Team



Despite billions spent every year on personality profiling, sales training, motivational experts, coaches, and incentives, there's never been a proven formula for building a salesforce of top performers. Finding such a "holy grail" of sales has been Derek Gatehouse's obsession for decades.

Gatehouse has spent thirty years as a sales rep, sales manager, sales VP, and sales trainer at companies in many different industries. He's currently the CEO of Vendis Inc., a New York-based consulting and training firm. In his first book, *The Perfect Salesforce: The 6 Best Practices of the World's Best Sales Teams*, Gatehouse identifies what makes a top-producing salesperson—the kind who sells four times more than everyone else—and why some sales teams have a high percentage of top producers.

In compiling his data, Gatehouse interviewed more than two thousand executives in many different industries. His

findings challenge the conventional wisdom about hiring, training, managing, and rewarding a sales team.

Gatehouse has tested virtually every personality assessment tool, sales process, training methodology, and management system available, only to conclude that the vast majority of those systems don't raise performance in a lasting way. Instead, the world's greatest sales teams share six simple but critical practices. For instance, they all: • Hire for talent, not skill or even experience • Blend positive and negative motivators • Measure results instead of micromanaging process

The book features dozens of anecdotes and clear lessons for any company seeking dramatic improvement in its sales performance.

This 288-page book was published by Portfolio Hardcover in November 2007.

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.



**Where world class
communications meet
superior customer service**

670 N. Beers Street

Bldg 1, Suite 130

Holmdel, NJ 07733

Phone: 732-335-5510

Fax: 732-335-5523

www.DMenterprise.net