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# D&M Communicator

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## From The Desk Of The President

Another day, another turn of the calendar page. Hard to believe it's already June. School is almost out, a long overdue summer vacation is calling, and my desk is piled high. If your desk looks like mine, it seems like every time I complete one task, three more appear in my in-box. [Click here to read Steve's entire column.](#)

## Write Emails That Get Results



Writing an effective email that gets the result you were looking for is not as simple as just opening up your email software and hitting the keyboard with your fingers.

Writing an email that gets results is an art form - get it right and it is read effortlessly by the reader. Get it wrong and it reflects really badly on you. [Click here to read the entire article.](#)

## Basics Of Text Message Marketing



With nearly 90% of adult Americans owning a cell phone, finding an effective, yet inexpensive means to communicate with these phones, has become a priority for many businesses. Short Messaging Service (SMS), better known as text messaging, is a very effective method of communication that does not cost a lot. With businesses quickly adopting bulk SMS, clearly, SMS is no longer meant for personal messages only. [Click here to read the entire article.](#)

## Lessons From Iron Man

According to Todd Bates, a national marketing and business coach, Iron Man, a major comic and

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### In This issue

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- [Emails that work](#)
- [Texting 101](#)
- [Perform like a superhero](#)

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### Sales Message



The basic structure of any sales presentation includes six key points: build rapport with your prospect, introduce the business topic, ask questions to better understand your prospect's needs, summarize your key selling points, and close the sale -- Barry Farber, top-rated sales, management, and motivational speaker

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### Quick Links



popular movie franchise, has a story to tell us about selling. Unfortunately we won't be able to jump into a high-tech suit and blast our competition to bits, but we can get some insight into how we can approach our calls. [Click here to read the entire article.](#)

## "Did You Hear About..."



The following is an alleged transcript of a radio conversation between a U.S. naval ship and Canadian maritime contact off the coast of Newfoundland in October 1995. This tale, in various versions and featuring different nationalities, has circulated widely in emails and in books for many years, and has been used by numerous speakers and writers to illustrate lessons relating to negotiation, making assumptions, and related themes. [Click here to read the entire article.](#)

## D&M Preferred Providers



In business for nearly a decade, D&M has had the privilege of working with a wide variety of carriers and other vendors.

With literally tens of thousands of phone lines and countless T-1s installed, as well as a variety of experience with other services, from conference calling, and VOIP, to web conferencing, we have a lot of practical knowledge from which to draw. [Click here for more information on D&M's Preferred Providers.](#)

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