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Ask? Belinda About Powerline

Dear Belinda,
Help! I have advertised the wrong extension numbers for my Powerline. My ad comes out tomorrow and it's too late to change the ad. Instead of advertising 200-219, I advertised 300-319. Only the first digit is incorrect, but how can my callers listen to the information they are interested in without me having to go back and redo all of my recordings? I worked very hard on my recordings and it took me forever to get them to sound just the way I want them to sound. Sincerely,
Blundered in Boulder

Dear Blundered,
No problem. Since the first digit of the extension is the only incorrect digit, you will not have to redo your recordings. However, you will have to create the extensions that you advertised. But this time instead of creating Regular IVR extensions, you are going to have to create Shadow Listings. A Shadow listing copies an already existing extension recording. From your main

menu, all you have to do is hit 7-1-then enter the advertised extension number-then hit 3 for Shadow Listing-then hit the extension number to copy. Now when the callers dial the advertised extension, they will hear the one you originally recorded. For more information, see listing extension set up or call customer service.

Dear Belinda,
How can I make sure that callers who forget the extension number on my advertisement get to hear the recorded information they are interested in?
Thanks for Your Suggestions,
Worried in Wichita

Dear Worried,
You can create a verbal "index" in one of your extensions that lists all of your available recordings. "999" is a good number to use for an index. Simply announce the index extension in your main greeting. A word of caution: While you solve the problem of callers forgetting advertised extensions, you leave yourself vulnerable for everyone to listen to ALL of your recordings (including competitors). Since your Powerline is meant to be a lead generator and captures the number immediately for callback, you definitely want to weigh the pros and cons of a verbal index on your Powerline.
please write to belinda at belinda@archtelecom.com

arch SOLUTIONS

The quarterly newsletter of Arch Telecom

HOW DIRECT IS YOUR MAIL?

An interview with Brian Bloch of Direct Mail Express

Like Voice Broadcast, direct mail is an effective and relatively inexpensive form of marketing. However, it can also be a complete waste of time and money if the appropriate thought processes and techniques are not applied to a direct mail campaign. To help you make sure that your mail is on target, we asked Bryan Bloch of Direct Mail Express (DME), one of our strategic partners, a few questions.

How important is the list?

The list is perhaps the most important element of any direct mail campaign. Even a poorly constructed letter – sent to the right audience – will yield far better results than a well constructed campaign mailed to the wrong people.

How do I know if my list is good?

The first thing you must do is put together a profile of your target audience. You know, things like age and income, dwelling type, married or single and so on. Of course, if you are able to get something really specific, you are obviously much better off. For instance, if you were a mortgage broker and you were able to obtain a list of people who financed at a significantly higher rate than you currently offer for a refinance for now – that would be a great list. However, the reality is that most of the time such specific lists are just not available. So you have to develop a profile of characteristics that those people probably share, a composite.

You hear a lot about personalizing mail. What exactly is that?

Well, it is definitely not just putting someone's name throughout a mailer – it's more about making sure that the thrust of the offer you send is specifically tailored to the needs and interests of the individual prospect. This means that you must know many things about each individual that you mail to (which of course goes back to having the right list) and then you have to apply that knowledge to each individual letter. For example, we mail millions of service mailers for

Toyota and on each one it refers to the specific vehicle that each owner has. In other words, owners of Avalons get a mailer about their Avalon while Camry owners get message about their Camrys.

You just said that personalization is not about putting someone's name throughout a mailer. What did you mean? Is there such a thing as too much personalization?

Yes, there is. Just because you have information doesn't necessarily mean that you have to print it. Going back to the Toyota example above: we know what year the person's car is but we only include the model of the car because we know that conversationally you would never ask someone, "how is your 1985 Toyota Camry doing?" Instead you would say, "How's your Camry doing?" This is the same thinking that prevents us from writing a person's full name continually throughout a letter. Nothing sounds more impersonal than your full name being repeated throughout a letter.

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Interview w/ Bryan Bloch of DME

Customer Profile

Marc Gecker on Powerline
includes sample advertisements

Arch Solutions Exclusive Offer

Featuring Howard Brinton's Star Power
System's "Your Scripts for Success Vol. 2"

Sales Corner

Learn how listening to your favorite music
could increase your ability to close a sale

Ask Belinda

Customer Service Guru, Belinda Villanueva,
shares helpful programming tips and tricks



customer Profile



Marc Gecker,
G.R.I., C.R.S., A.B.R
on **POWERLINE**

I have been a Real Estate agent in the Bucks County and northeast Philadelphia area since 1983. I have always had high aspirations but since my wife, Ellen, joined me in my business last year, our goal has been to triple our number of transactions, while still providing the finest service.

Since using Powerline, we have had many, many leads - so many that we can't keep up with calling all of them. We plan to hire a buyer's agent in the near future to follow up with the Powerline leads among other things.

Powerline shows us where our marketing dollars are best spent. We have dramatically cut back on advertising in the local homes magazine and the Bucks County newspaper, since the Powerline has proven that we get many more calls from ads placed in the large Philadelphia newspaper.

Another use of Powerline is to show our sellers how many calls came in on the property, but how few have called me to see it. This helps them to realize that they may need to lower their sales price.

I keep the ads simple. The following are samples of some of our ads.

Good Luck!
Marc Gecker

Marc Gecker

BENSALEM

2 Lovely homes in Village Greene, both back to golf course. Call 24 hrs for recorded message, 1-800-515-3208, extension 2002 and 2062. Marc Gecker, Re/Max realty Services, 245-2120 or 245-2100.

Marc has been with Arch Telecom since October 1998. He is an Associate Broker with RE/MAX Realty Services in Bensalem, Pennsylvania. He can be reached by email at mgeckersells@hotmail.com. Also, check out Marc's great website at www.gecker.com. *

FAIRLESS HILLS

3BR in Wistarwood, garage, bsmt, huge deck. Call 24hrs for recording, 1-800-515-3208, ext. 2092. Marc Gecker, RE/MAX Realty Services, 245-2120 or 245-2100

CONT. from page 1 "Mail"

Many of our customers say they are already getting a good response from their current mail programs. Do they need to look at doing something different?

Good question, and while the natural answer would be no, the answer is actually not that simple. There can always be improvement so a good test of your mail would be to answer the following questions about it: "is it being mailed to the right list?"; "is it 'personalized' in the truest sense of the word?"; "am I combining my direct mail with other advertising media such as Arch's Voice Broadcast?"; "are my offers appropriate and competitive?"; and "is my response rate improving?" In regard to the last question, the one thing that is always needed is continual refinement of existing methods and testing of new and different approaches.

Direct mail is an ever-evolving form of direct marketing that today integrates mail, Computer Telephony and Internet. If your mail doesn't do that, it's really not as direct and effective as it could be.

*Direct Mail Express is a company with over 17 years experience and production volume of 130,000,000+ pieces of mail each year. For further information about targeting direct mail, Bryan welcomes you to contact him at DME at 800-345-9080, extension 3048. **

arch SOLUTIONS EXCLUSIVE OFFER

STAR POWER® YOUR SCRIPTS FOR SUCCESS Volume 2

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How often have you thought, "If only I had said . . ." and you would have closed the deal? When you always know just what to say, you have control.

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S A L E S Musical Sales

Ever notice professional athletes wearing headphones around before a competition? If you have, most likely they were listening to music to get them in the mood to compete at top performance. The result is a better performance and it has been linked to listening to music. Music can alter emotions, evoke positive memories and actually make the listener feel better. Some commonly known physiological reasons for this are that music can release endorphins, slow the heart

C O R N E R

rate and lower blood pressure, having the effect of reducing anxiety and increasing the individual's focus. The result is a better performance. You too can enhance your professional performance by following the athlete's example. Before your next presentation or before you pick up the phone to make some important calls, listen to a few minutes of your favorite music. You'll be more positive, a necessary trait for a successful sales career - now that's music to your ears! *