



The Dog's Bark

A PUBLICATION OF MAD DOG WIRELESS, INC.

I don't feel special anymore...

By Rick Murphy



Rick Murphy - CEO

In late May, I had a flight on America West Airlines. Now I know America West bought US Air and I should expect some changes. And I never realized how brand loyal I had become.

America West spent years making me feel good about our relationship. As a Platinum Frequent Flier, I became accustomed to frequent upgrades to First Class, priority boarding, and a feeling that I was special to the airline. Now, thanks to the purchase of US Air, the things I liked have gone away.

Last month flying back from Washington's Dulles airport, I was routed to Philadelphia. When I got off the plane, I was told by the friendly flight attendant to check the board inside for my next flight. I couldn't find

it. My numbers did not match anything on the board. I went to the US Air help desk (there was no America West desk) and asked where the flight was leaving from. The person behind the desk said "I can't help you, this is an America West ticket. We are US Air." "But", I told her, "Your airline flew me to this terminal". "Yes" she said, "but as I told you, this is US Air. You booked through America West".

As I ventured down the hall, I stopped again looking at the

big board for my flight. That is when a pilot asked if he could help me. A PILOT asked! I was happy because I am also a pilot. Okay a private pilot, but hey, I felt SOME kinship with the man. He told me that I was in the wrong terminal, and he accompanied me to the terminal I was supposed to be in and told me "I'm sorry, we're all finding our way right now".

So why did I fly Southwest this past week from LA to Las Vegas and

back? Because America West no longer made me feel special. My company is having a management meeting later this month. One of the things we will discuss is if we are making our customers feel special. In these days of e-mails and faxes, it is easy to lose the personal touch. I hope we have not.

If we're no longer making you feel special, I want to know about it. Write me, good or bad at maddog@maddog.net.

How to best market your business...

By Chris Rolando



Chris Rolando
President

This month a friend of mine came to me to talk about advertising. He has a small Mom and Pop business that really IS a Mom and Pop business. He and his wife work together, and they are their only employees.

I sat down with these people and asked them 21 questions. These 21 questions are designed to tell us what someone is trying to do and how they are trying to do it. Our team then goes over the business, what is offered, the competition and misconceptions. Then we look at ROI (Return On Investment) on what they sell based upon their costs and margins and average sales.

In the end, our sales and marketing team came up with an idea for the business. It included a positioning statement, a series of marketing statements, a new outgoing message for their phone system professionally recorded, and a recommendation to put ads in Ads Pay, a local coupon sheet owned and operated by Malcolm Graham. Surprised? Yeah, they were too.

Fact is, radio does not work for everyone. This particular business had spent a FORTUNE in the yellow pages advertising their business to no avail. Why? Because they are in only ONE of the many, many, many yellow pages in the area. How are they supposed to drum up new business when they are in the last resort of advertizing... the Yellow Pages? But in Ads Pay, we think people will see their ad and use their service at a price that makes sense and with a good ROI.



KROCK's Rebekah Shepard and friends, live at the 3rd Anniversary of the Colorado River Indian Tribe's Movie Theater.

Are your store hours beneficial?

By Ron Nickle



Ron Nickle
Senior VP of Sales

Last month I received a letter from a listener. It seems their fridge broke on a Saturday and they told us of their trials

and tribulations of trying to buy a fridge in Lake Havasu on a weekend. Read on:

My refrigerator has been sounding a little louder than it should have in the last week. I had a feeling it was probably going to die soon. However, having 3 cats, and knowing it had been a loong time since I cleaned the coils, I knew it was time to get in there and vacuum out the large amounts of cat hair. Couldn't hurt, anyway, right? Wrong. Sure enough, Saturday afternoon, the ice cream bar I reached for was pretty much just a cream bar. I am single and don't cook. Knowing refrigerators have an ungodly price tag that cannot be reconciled with my kind of usage, I phoned {Local Appliance Dealer} to ask about a used one and its cost. The LOWEST priced one they had was \$429. I had no clue what it looked like and yikes, a lot of money (adding tax, delivery, taking the old one), but do-able. Compared to \$1,200 to \$2,000 bucks, it's great. But I still need a little time to accept the fact that I had no choice and had to break out the credit card. It was 2:30 when I called them. They said closing time was 3:00. That wasn't enough time to resign myself so okay fine, I'll just use

a cooler for one night. Called back the next morning to see what time they opened. They weren't open on Sundays! A day when 90% of the world has the day off to go out and browse appliances, or furniture, or whatever it is they've decided they need.

I have since found out their hours are closed at 3:00 on Saturday, closed Sundays, Monday thru Friday 9:00 to 5:00. 5:00? What about that same 90% that work 'til 5:00? Hours not aimed to fit the average working Joe's schedule doesn't seem very customer friendly to me.

It's still Sunday and now I try calling our friendly {Local Large National Retailer #1}. I ask if I bought today, could it be delivered today. I'm told that there are only a few refrigerators that you can actually purchase on the spot. The bulk of their stock has to be ordered. And those are the high dollar models. If I did purchase today, the voice on the phone tells me they can rent me one of their trucks to get it home. Nice and all, but doesn't solve the problem of discarding the old one, which I'm told I can't take back to the store with the rental truck. Besides, the models that ARE ready to go, she says "are not in your price range". If I do want to purchase from this store, 10 to 14 days is the time frame for delivery. Uh, mine is broken NOW. It seems that {Local Large National Retailer #1} caters only to the high-end customer who buys a new fridge just because they decided they

want a different color, and not to those who buy one because they HAVE to.

So I move on and tried another {Local Large National Retailer #2}. They have quite a few models immediately available, and one model is \$429, the original do-able price. They couldn't deliver that day either but they could on Wednesday. Well, Wednesday is certainly better than two weeks. I can deal with a cooler 'til Wednesday, and made up my mind whose getting my money. And I can even wait 'til Monday to go in and pay for it. If that first store I tried had been opened today, they surely would have gotten the sale. And although this current store didn't make an actual sale this day, they were open and available to me, allowing themselves a certain sale for the following day.

How many potential sales does {Local Appliance Dealer} lose with the hours they keep? Let's say if just one \$500 sale, on just one Sunday per MONTH, is made, that equals \$6,000 per year. If they stayed open til even just 8pm on weekdays, and made only ONE \$500 sale per week, that comes out to \$48,000 per year. Combined, they are losing a potential \$54,000 in sales a year!! How many potential sales does {Local Large National Retailer #1} lose by not be able to deliver a product for 10-14 days? And those lost would-be sales do not include possible word of mouth sales from happy customers. Could this be YOUR business?

A Look at...



Tim McDonnell -
Murphy
Broadcasting,
Bullhead
Sales
Manager

Tim's 25 years in sales and management have strengthened Tim's team building and motivational skills. He enjoys being challenged and loves friendly competition.

Tim says, "When we have fun and compete, we all do better." He is committed to the fact finding process and learned many years ago that when you ask the right questions, and listen carefully to the answers, the customer will tell you what they want. He adds, "This has always been a successful technique and fits in well with Murphy Broadcasting's 21 Questions System.

I am very pleased to be in the Bullhead City office and am looking forward to great success with Murphy Broadcasting." To contact Tim, call 928-715-8781, or email mcdonnell@maddog.net.

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95.3 FM - Bullhead City
95.9 FM - Kingman



101.9 FM - Lake Havasu City
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



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