



# The Dog's Bark

## A Murphy Broadcasting Publication

### How's YOUR CUSTOMER SERVICE?

By RICK MURPHY - OWNER



**B**ecause of the wild success of our software programs,

last month my new CEO (see story, Page 2) and I were on a whirlwind tour of the Southwest, from Albuquerque, NM all the way to San Luis Obispo. All of this travel necessitated a lot of airline and a lot of rental car counters.

First, let me tell you about the Enterprise Rent A Car counter in Albuquerque. We were greeted by two well dressed young men who asked a lot of questions.... Why were we in town, how long, what would we be seeing, etc. They processed our order quickly and efficiently. Then one of the young men walked us out

to the car, explained all of the features and sent us on our way. What a GREAT experience!

Fast forward 48 hours, landing in Bakersfield, and off to the Avis counter. The girl behind the counter was busy "texting" someone (using the text message feature on her phone) and said "hang on" as her greeting. The next words were "Credit Card and License". And nope, not even a "please". The paper work was handled in silence. Finally, she pushed the paper over the counter for a signature, ripped my copy, handed me the keys, turned and sat down to pick up her cell phone again. This is where I must have looked stupid because I asked "Uh... where is the car?" "Outside", she replied.

Instead of losing my temper, I simply walked outside and pushed the "panic" button on the keychain to see which car beeped. Turns out I walked out the wrong door and the car was on the other side of the terminal, but hey, I needed the exercise to burn off that HUGE packet of peanuts I was given on the plane.

When I talked to my assistant later in the day, I told her "Don't ever book me into AVIS again". Then I thought better of it and said "No, I'm not going to write off an entire company over one bad experience". The fact is, we all have bad days. But we don't always know about the bad days our employees may be having. Do you have anyone "secret shopping" your business? Is anyone telling

you how your employees are representing your company? In my case, Avis will get another shot. But if they blow it again, it will be over between Avis and me for quite some time.

### PLANNING

By CHRIS ROLANDO - CEO



**U**sually I spend this time talking about marketing your business.

But this week I am going to take a step off the path and tell you a story. The story is about a close friend named Fred Fish.

During the third week of April I received a phone call from Fred's wife. Fred, who was just 54 years of age, died in his sleep of a heart attack. Within 48 hours my wife and I were in northern Oregon,

helping his widow get organized. Let me tell you, Fred was an organized man. We found tax returns all the way back to his "Bell-Bottom" days of the 70's. What we were missing however, was a KEY to how it all went together. Over the next 48 hours we were able to assemble all of Fred's insurance policies, stock portfolios and trust information. Within 48 hours, his widow felt much more secure about her future.

My question today is this.... Where is the key to your business? Would someone walking in have any idea

where to start? Would the person walking in after a disaster be able to take over? Do they have a list of phone numbers? Would they be able to find the list of suppliers? Is there anything that tells them who does what and when at your company?

None of us expects to check out in our sleep. But some day that could happen. Maybe the thing to do is, put someone in your position and see how much of the job they can figure out, without any help from you. Then you know where to start in putting together the KEY to your business.

### Live Remote Broadcasts

Great Deals!  
A Lot of Fun!

#### Saturday, May 12

##### Krazy Radio 96.7 FM

10:00 am - Martha Garner Realty, 2080 Acoma, Lake Havasu City

##### K-Rock Radio 100.7 FM

12 Noon - Big Lots, 3260 Stockton Hill Road, Kingman

#### Saturday, May 19

##### Krazy Radio 96.7 FM

9:00 AM - Michael Alan, 2010 Acoma, Lake Havasu

##### Kazual Radio 95.9 FM

12 Noon - Big Lots, Kingman

##### Krazy Radio 103.9 FM

12 Noon - Valley Furniture, 3659 W Hwy 68, Kingman

#### Saturday, May 26

##### Kazual Radio 104.5 FM

11:00 AM - Hutchinson's Furniture, 1607 Mesquite, Lake Havasu

#### Saturday, June 23

##### Kazual Radio 103.9 FM

12 Noon - Frye Family Homes, 3355 N. Bank Street, Kingman

## THE MARKETING BRIDGE

BY TIM MCDONNELL - SALES MANAGER



**L**et's talk about the "Marketing Bridge". The Marketing Bridge is all about perception. According to *Michael Corbett's 33 Ruthless Rules of Local Advertising*, people will see your company the way that you market your company. This bridge is made up of whatever links you to your customers. Following are some excerpts from Corbett's book.

The Marketing Bridge is made up of everything that connects you to your customers and potential customers. Don't even consider spending any money on advertising until your marketing bridge is solidly in place. The last thing you want is a great

response from your advertising to be blown by employees who do not know how to greet customers or answer the phone properly. Remember, you only have one chance to make a good impression.

Here are a few marketing bridge elements to consider:

**Telephone:** Do the people answering your phones have the same commitment to your customers that you have? Can the person answering your phone make a compelling response to the caller's request? Do they smile when speaking on the phone?

**Employees:** The actions of your employees are essential to the development of high repeat and referral business. Do all of your employees greet customers with a smile when

they enter your business? How well trained is your sales staff? Are they rehearsed in the features and benefits of the moment? Are they willing to honestly answer all customer questions even when the answers may not benefit them?

### Location and appearance:

Is your location hard to find? Is your building unusual looking or downright ugly? Use it to your advantage in all of your advertising. Say things like "We're hard to find, but worth the trip". Keep your store clean and lot litter free. Clean the store windows *continuously*. No one will notice they are clean, but a dirty entry way makes the wrong first impression.

I hope this is helpful. The *33 Ruthless Rules of Local Advertising* is an excellent book and I would be happy to send you a copy. Just email

me at [timcdonnell@maddog.net](mailto:timcdonnell@maddog.net).

# 212°

At 211 degrees...  
water is hot.

At 212 degrees...  
it boils.

And with boiling water,  
comes steam.

And with steam,  
you can power a  
locomotive.

One extra degree makes  
all the difference.

Ignite something  
wonderful...

[www.212movie.com](http://www.212movie.com)

### NEW CEO...

Murphy Broadcasting is proud to announce the promotion of their President, Chris Rolando. As the company enters its twenty-second year in business, Rick L. Murphy, Owner of Murphy Broadcasting, elevates Rolando to CEO of the company.

Rolando's promotion is in response to his incomparable contributions to Murphy Broadcasting and the community, as a whole. He has elevated, not only the radio stations to an unprecedented level, but has also fostered the tremendous growth of many other exciting endeavors, such as MasteryPro, Smart Rate Pro, In A Box Business Solutions and more. Throughout his hard work and dedication to the company, Chris Rolando emphasizes the importance of giving back to his community, through various philanthropic and charitable acts.

"For the past twelve years, I have had the pleasure of watching Chris bring professionalism and integrity to our small communities. He is an inspiration to me and this promotion is only a small thank you for helping us reach a level we could not have reached without him," said Rick L. Murphy, owner of Murphy Broadcasting.

**ThriftyMart.com**  
FREE CLASSIFIED ADS

[www.ThriftyMart.com](http://www.ThriftyMart.com)

104.5 FM - Lake Havasu  
95.3 FM - Bullhead City  
95.9 FM - Kingman



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



101.1 FM - Lake Havasu  
106.3 FM - Bullhead/Laughlin  
100.7 FM - Kingman



96.7 FM - Lake Havasu  
103.9 FM - Bullhead/Laughlin  
103.9 FM - Kingman



Lake Havasu City, Arizona | 800-582-7625

# Mad Dog Wireless, Inc.

GROWTH ... CREATIVITY ... OPPORTUNITY ...