



# The Dog's Bark

A Murphy Broadcasting Publication

## Are All Your Customers...

By Rick Murphy - Owner



**N**umber One?

Imagine working in a business where you are dealing with

people from age 17 on up to 75. You are selling basically a technology to people, many of whom could be considered "technologically challenged", like me. That was what I walked into last week when I walked into the Sprint Store... Sounds Solutions by Advanced Wireless, Inc. dba Sprint Store Express.

I was in line behind a man who was buying cell phones for his three teenage kids. The kids understood everything about the phones and were trying to get

Dad to understand "texting". An older couple, who just moved to the area, and trying to make a decision on a service plan, just could not grasp the concept of "roaming". A couple of people were at the service counter trying to make heads or tails out of their bills, and here I stood with of all things, a DATA CARD that was malfunctioning.

In the midst of the chaos, a woman came out of the back and said "Who's next?". That was me. She gave me a pleasant smile and asked how she could help. I held up my data card and she smiled. That smile said that data cards are not a run of the mill sale and we were both going to learn this together. "Just a few simple questions" she said. "What name is the account under?" DOH! I

had no idea. Having several companies, I wasn't sure which one my accountant had signed us up under. "Okay, last four digits of your Federal Tax ID". Easy, I could just call my bookkeeper and get that... I could... if she was not on her way to Mexico right now. "Billing address? Name of contact on the account? Main number on the account? Number assigned to the data card?" Nope, could not answer ONE of those questions. I was feeling pretty foolish, but the manager of the store never lost her cool. She read the MAC off the back of the card, called it in and found me. A few more minutes, I had my card and was on my way.

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## Ensuring Future Sales

By Chris Rolando - President/CEO



**T**his month we decided a family getaway to Las Vegas was in order. We packed the Suburban with the whole crew along with another family and set off to Las Vegas for a couple of days of hanging by the pool and seeing a few family friendly shows.

Our second night saw us at Treasure Island to see Mystere. It was a great show and everyone loved it. Once the show was over we headed outside. There were all the thousands of people who had just seen the show in line for a cab. To the right of the cab line however were the "Town Cars". These are flat fee cars that fit more people. We walked up to the dispatcher and said we wanted to get to the Olive Garden (my kids are hooked on the bread sticks, second only to the bread sticks at Passaggio at the Tropicana Express in Laughlin), but I digress. There were eight of us. The dispatcher told us to stand where we were, and got on the radio. Five minutes later the kids were screaming. Up pulled a stretch HUMMER with a half dozen doors. Inside was "Limo Dawn", dressed in a tux, a big smile, and the tunes cranking. Off we went to Olive Garden with the CD blaring, the kids singing along and Limo Dawn smiling and chatting with us.

We arrived, paid our \$45 plus a generous tip, and Limo Dawn handed me her card. She said "Hey if you need a ride back to the hotel, gimme a call". Well, we were pretty sure we were not going to take a limo HUMMER back to the hotel, but halfway through dinner we decided "what the heck". We paid the tab and called Limo Dawn. We got outside just in time to see the big white stretch hummer making a U-turn on Flamingo and we were on our way again. But would I have called again, had she not given me her card?

Sometimes we all forget how to recycle our customers. That person who eats lunch every day at the restaurant eats dinner somewhere else. Why? Maybe because we forget to invite them back. Maybe a coupon handed out at lunch, which is good for something of value or added at dinner if used within 36 hours. That person who bought the couch last week.... What about a phone call about the table that just arrived that

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## Live Remote Broadcasts

### Neat Pools

Saturday, September 22  
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52 Scott Drive (across the street from Mad Dog's Bar & Grill)  
Lake Havasu City

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Saturday, September 22  
12 Noon  
KRRK - 100.7  
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### Findley Auto Sales

Saturday, September 22  
6:00 PM  
KRCY - 103.9 FM  
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## Reader Response...

Dear Chris,

I look forward to your articles in the Chamber insert. As I am a member of several local area Chambers of Commerce, I see it several times per month. Honestly, most of the inserts only get a cursory glance from me before they hit the round file. But I enjoy "The Dog's Bark" and make a point of reading it... all of it.

This month, you chose to digress from your normal (and, yes, valuable) marketing pitches, principles and tips. I found your article on "Planning" (Volume 6, Issue 6) to be thought-provoking and worthy of mention to others. I have a competitor here in Havasu that fell ill last year and was "down" for about three weeks after a triple-bypass heart surgery. He had no plan whatsoever in place to ensure the continued operation of his business and, were it not for me going to considerable trouble to keep him in business, it would have finished him.

Accordingly, I have arranged the structure and operation of my business to be enhanced by my presence, but not require it. To use an old Star Trek reference: I have endeavored to become a *Capt. Dunsel* of sorts ("dunsel" being a midshipman's term for a part on a ship that serves no useful purpose). Of course, I don't believe that the owner/manager of any ongoing concern should really serve no useful purpose, but I like it to appear that way. We have a very easy-going and happy group of people under my command. My employees are treated well and believe in our service to the communities in which we operate. They are happy to work for our company and (I feel) are probably the single best reason for our resounding success. In less than two years, we have gone from a "one-man show" (that was a guy with a good idea and a minivan) to the dominant shuttle service in the region.

I am starting to blow my own horn too much... so I am going to shut up now. My reason for writing was to thank you for the article I mentioned earlier. I think it should help to bring important issues to the forward part of many business owners' minds. Maybe... it will even have something to do with saving one or two businesses when such an unthinkable catastrophe does strike.

Michael P. Logan, Manager  
RIVER CITY, LLC



## Customers...

(Continued from page 1)

The manager who came out of the back of the store, Bethany Dennie, always smiled and went more than the extra mile to help me. She even wrote me a personal e-mail the next day to make sure everything was okay. I didn't look like some corporate account to her (I came in wearing jeans and a polo shirt) but she treated me like I was the most important customer Sprint had. I can only hope that we treat our customers half as well as I was treated that day, in the chaos, with my Data Card.

*"A mind once expanded by a new idea,  
never returns to its original dimensions."*

— Oliver Wendell Holmes

## Future Sales...

(Continued from page 1)

would go great with it? The family that came in last month for an oil change.... a call about a special price on tires that is not going to be advertised?

We all leave potential sales on the table by not asking for one more. Limo Dawn did and now her number is on my cell phone. I suggest next time you are in Las Vegas, instead of driving down the strip or waiting in the cab line you give Limo Dawn a call at 702-806-5728. There is something very cool about riding in a six door hummer!

## Get to Know....



Janine is a Southern California native with over 15 years in sales and

over 5 years of Customer Service and Office Administration experience. Janine attended Georgia State University before settling into an extensive career as a Real Estate Consultant. Through her Office Administration experience and computer knowledge she found a need to produce her own marketing products, which soon got the attention of her peers and she soon started producing marketing materials for the entire office. Shortly after she began selling Real Estate and became a multi-million dollar producer.

Janine has taken MLS classes and has been an MLS Instructor. She was also the new agent trainer and hosted "First Time Home Buyer" and "I Want To Invest In Real Estate" seminars in conjunction with various title, escrow and mortgage companies. Her extensive Real Estate background and hands-on experience sets her apart when designing successful marketing plans for Real Estate Professionals and Real Estate related businesses. Her intense marketing experience will carry through to her customers in her new radio career. Janine always says, "When your product is good and sales are slow, then you need to let them know your there!"

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