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Call Rounding: It's More than Just a Rate

By now, most adult consumers are familiar with long distance phone services. Everyone receives mailings and phone solicitations for 'calling plans' and 'rate promotions'. We've all had experiences with hidden and undisclosed charges from various consumer items like automobile leases, maintenance agreements and scores of other contracts. The same pitfalls hold true in the Long Distance market.

There are a few key items you and your business should be aware of when reviewing these phone service offers. First and foremost, how long is the contract period? Longer terms are not necessarily bad; however, be aware that a long-term contract will be more expensive to break out of if you leave early. Another key item to look at is what is referred to as, "volume commitments". Many carriers will offer discounted rates based upon call levels. These contracts require the client generate minimum monthly or annual revenue in calling volumes. If your business is 'seasonal' in nature, then you will want to avoid any contract that calls for monthly commitment levels. If your call volume falls short during your slow period, the phone company will charge you for the difference. So, always look at commitment levels very carefully. When in doubt, please call RAM and we'll be happy to review these items with you.

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Call Rounding
Cont'd from page 1

There is one other piece to the Long Distance puzzle known as Call Rounding. Call Rounding refers to the type of billing platform the phone company uses to charge calls. Along with the usage rate, the accuracy of the platform directly affects the overall costs of your phone calls.

Some examples will help explain this point. If you ever review your cellular phone bill, you will notice the carrier rounds calls to sixty-second increments. So, a thirty-second call is rounded up to a full minute. This is the most expensive platform for the consumer. (It's also the cheapest platform for the carrier to provide.)

In the traditional, Long Distance game, calls are billed at more accurate levels. There are call-rounding packages that bill at thirty-second minimums and round each call to the nearest, ten-second increment. So, if a call actually takes thirty two seconds to complete in real time, the billing package will charge the call for forty seconds (30 second minimum plus ten second rounding). Most of the competitive carriers RAM represent use a ten-second minimum, six-second call rounding platform. Remember, the more accurate the billing platform, the less expensive the call will be.

The name of the game is to find a carrier who offers a competitive rate and the most accurate billing platform. If your business generates substantial long distance billing, then you must consider rate and call rounding before selecting the package that is right for your Long Distance needs.



Found Him!

RAM would like to introduce you to Skip Lasher, the newest member of the team. After a long search and numerous interviews later, it was clear to RAM that Skip was the person to join our customer service family.

Skip joins us from numerous years in the telecom industry in customer service. We look forward to using Skip's knowledge and talents in this area as it will bring great improvements to RAM which ultimately makes working with RAM even better. Please welcome Skip the next time you call.

A Little Humor



Guide to Reading Nonverbal Clues

People may not always tell you what they're thinking, but sometimes their nonverbal clues will give them away. Here are a few for which you need to look:



Blinking: When people become angry or excited, their blinking rate will speed up.

Blank face: A lack of expression likely indicates that prospects don't want to reveal their thoughts. You'll have to work harder to crack these folks.

Eyebrows: A single lifted eyebrow may indicate that the customer doesn't believe what you're saying.

Hands: Open palms indicate truthfulness. By contrast, clenched fists or closed hands may indicate the opposite. Watch out.



Head: People who are mulling something over may turn their head slightly to one side, as if to hear you better.

Body: People who turn themselves away from you or who lean back in their chairs may be bored, uncertain or in disagreement with what you've said.

Arms and legs: Crossed arms or legs may mean prospects aren't comfortable about something, particularly if they seem to change position in response to what you're saying.

*Malcolm Fleschner
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Selling Power*

Find Out More...

- I want to learn more about Call Rounding in the cover article.
- I'm interested in RAM quoting my company a price for my telephone service.
- I'm interested in learning more about RAM's Professional Services.
Try a few of our most popular services:
 - Billing Audit
 - Audit of the Phone System and Equipment
 - Moving to a New Location

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