

Train up. Get your entire team trained on IT security fundamentals and best practices. They should know how to create strong passwords, how to safely access the web and how to securely use e-mail – including how to identify phishing scams. They should have a clear understanding of today’s threats and how to be proactive in addressing those threats.

Invest in good tech. You should be invested in solid malware protection, including antivirus software and firewalls. All of your data should be backed up to the cloud and expertly secured using encryption software. You should also be invested in threat monitoring.

Establish relevant systems and processes. Have standard operating procedures (SOP) in place to train employees, respond to threats and access networks. For example, are employees connecting with unverified devices from home? Establish rules on what can and cannot happen. Another example: are your cloud backups set up correctly? Is someone checking it? Again, have SOP in place to address these kinds of issues. *Small Business Trends, Feb. 13, 2020.*



3 WAYS TO GROW YOUR BUSINESS WITHOUT SPENDING A DIME

Follow a thought leader in your industry. Whether you follow them on social media or their blog, keep up to date with the issues they’re talking about. Then do further research into those issues. This keeps you in the know and more likely to learn something you can easily apply to your own business.

Use your best testimonials. If someone posts a great review on Google, for example, reach out and ask about using it in your marketing. Or reach out to customers who you already have a good relationship with and ask if they’re willing to give you a testimonial. It builds credibility.

Partner up. It pays to develop partnerships with existing vendors or other businesses that are adjacent to yours. That is to say, look for opportunities to share customers. If you have a customer who’s looking for a specific service you don’t offer, point them to someone who does (your partner). And your partner will do the same. Reach out into your business community and see what kind of relationships you can form. *Business Insider, Feb. 13, 2020.*

THE VECTOR CHOICE

TECHNOLOGY TIMES

INSIDER TIPS TO HELP YOUR BUSINESS RUN FASTER, MORE EFFICIENTLY, AND ULTIMATELY, MORE PROFITABLY

MAY 2020



MAKING THIS ONE MISTAKE WITH YOUR NETWORK CAN DESTROY YOUR BUSINESS



“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we come in! Call us and put an end to your IT problems finally and forever!”



Will Nathan
Founder & CEO
Vector Choice

A lot of businesses wait until something breaks before they fix it. And even then, they may take a “patchwork” approach to fixing the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It’s not just hackers you have to worry about. There are power outages, data loss, equipment failure and more. In IT, a lot can go wrong. But if you’re proactive about cyber security, you can avoid many of those pitfalls.

Reactive IT support used to be the norm. Most network security specialists went to work after something went wrong. Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have

an “it won’t happen to me” attitude. The truth is that these are the people most at risk. It’s not a matter of if, but when. Hackers and cybercriminals are more active than ever.

Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company?

There are many reasons why it’s a good idea. One great reason that doesn’t often get talked about is that working with an IT services company is an added value for your customers. When they know you’re taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy,

CONTINUED ON PAGE 2

INSIDE THIS ISSUE

Making This One Mistake With Your Network Can DESTROY Your Business
PAGE 1

VectorChoice News
PAGE 2

Check Out This Month’s Shiny New Gadget: Zepp Golf 2 Swing Analyzer
PAGE 3

How To Deal With Increasing Customer Expectations
PAGE 3

Do These 3 Things To Make Sure You Don’t Get Hacked
PAGE 4

CONTINUED FROM COVER...

loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, what happens when they take a day off or take a vacation?

“When it comes to network security, for example, being reactive to problems can be downright dangerous.”

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly, or is backing up the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification and experience required to



tackle today's cyberthreats, while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns; they keep your on-site malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.

BIG GREEN EGG GIVEAWAY

Refer a company in need of IT services and be entered to win a Big Green Egg grill!

Each referral counts as an entry to win!

Go to this link to enter referral information:
www.vectorchoice.com/biggreenegg

Deadline: May 31st 11:59PM EST

HOW TO DEAL WITH INCREASING CUSTOMER EXPECTATIONS

The more you do for customers, the more they expect. That is the nature of customer service.

Excellent service providers scramble to meet the expectations of customers who have become accustomed to great service. Aggressive competitors continue to bump up their offerings in an attempt to take your customers from you. This has resulted in a perpetual desire by customers for more, better, different and/or improved.

In most cases, "good enough" isn't enough.

The great art and science of business is to improve product and/or service offerings without giving up margins or increasing prices beyond what customers are willing to pay. It really is about adding value without spending too much to do it.

Any business that can't do this will be relegated to competing at the low end of the market on price alone, and that is a difficult place to be.

Rally your team, from engineering and manufacturing to sales and support, to regularly brainstorm how you can profitably grow your value proposition. Customers will increasingly demand it.

Here are eight things you can do about them.

1. Find out what is important to customers: what they require and what they desire. You're not clairvoyant, so routinely ask customers for input.
2. Explain your value proposition when you must say no. If you can't do something the customer wants, explain why. But see if there is something acceptable you can do instead.

3. Educate customers about the value you create for them. If they don't know about it or appreciate it, it isn't valuable.
4. Hold quarterly sessions with your team to brainstorm how to add value to the customer experience.
5. Evaluate the entire customer experience. Look for failure points and irritations that can be eliminated and improvements that can be made.
6. Pay more attention to your customers than your competition. Know what your competitor is doing, but put your customer at the center of your focus.
7. Pleasantly surprise customers whenever you can. Work with your team to brainstorm ideas on how to do that.
8. Treat better customers better. Treat all customers well, but those who spend more should get preferential treatment.

Business goes to the bold and innovative. Creativity and imagination are the best tools for continually rethinking your value proposition. Good execution delivers and makes customers glad they keep coming back to you for more.



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SHINY NEW GADGET OF THE MONTH: ZEPP GOLF 2 SWING ANALYZER



Improve your golf game with a device smaller than a golf ball. The Zepp Golf 2 is a remarkable piece of tech that attaches to the back of any golf glove. It's packed with sensors and delivers real-time analysis of your game.

Using Bluetooth, the Zepp Golf pairs with your smartphone. As the data is analyzed, it's displayed on the accompanying app. It tracks your club speed, backswing positioning, hip rotation, consistency and much more. The Zepp Golf also has a long-lasting battery – up to eight hours – so it will definitely make it through your next game without a hitch. The Zepp Golf 2 is compatible with both iPhone and Android devices. Learn more at Amazon or Zepp.com.

VECTOR CHOICE TIPS

TRIVIA

Who wants to win a \$25 gift card?

You can be the winner of this month's trivia challenge quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Amazon gift card!

.....
'MOV' extension refers usually to what kind of file?

- A. Image file
- B. Animation/movie file
- C. Audio file
- D. MS Office document

Ready? Call us right now with your answer!
877.468.1230

LAST MONTH'S 12 PART WEBINAR SERIES

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