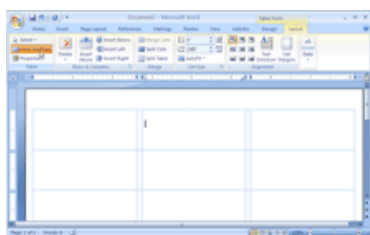


September 2009

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Microsoft Word Tip: Create a Set of Labels with Mail Merge



You can use mail merge when you want to create a set of address labels. The following demos show how to use the Mail Merge feature in Microsoft Office Word 2007 to create labels for use in mass mailings.

[Watch the demo](#) to see how it works.

Unsure if your network is

Leveraging Technology Mitigates Risks, Controls Costs and Helps Meet Demands of Growing Businesses

By Richard J. Reiffer, Trivalent Group

As a small business expands, the need to manage this growth with updated technology should rate high on a company's list of priorities. Should an organization experience rapid growth in a short period of time and fail to advance its technology to meet these new demands, the business owner may face significant challenges in the future, including loss of revenues, waning market share and adverse customer perceptions.



Incorporating the following tips into the company business plan will help ensure a smooth transition.

Don't do everything yourself

Most small businesses believe they can administer technology issues themselves without the support of an independent technology firm. The cost of maintaining an in-house IT operation is often beyond the means of most small to mid-sized companies. However, the risk of lost data, system crashes, spyware and slow-running systems may be far greater for these organizations in terms of financial loss, diminished customer goodwill and declining productivity. For many small businesses, outsourcing the IT function has proven to cut costs considerably.

Look for a professional and trusted advisor

Small business owners tend to utilize trusted advisors for many of their decisions. Relying on experts in a particular field will produce a higher overall advantage. Such is the case for companies seeking tax advice or legal counsel. However, with IT, many of these owners are baffled by technology and have difficulty finding the right resource. As a result, they often depend on a family member who may know how to repair a PC, but is not skilled in information technology.

[Read On](#)

Lock up your servers!

Jason Appel
Security Practice Manager, Sage Computer

One aspect often overlooked when securing our information is physical security. The goal of physical security is to control who can walk up to the information and touch it. The idea is to prevent unwanted information disclosure, loss, or corruption, the same as when securing the information across the network or from the internet. The difference is that physical security deals with the "real world".

For most of us, this doesn't mean training your Chihuahua as an attack dog or outfitting your employees with dark shades, cheap suits and sleeve microphones; it simply means using some common sense.

Before we can take measures to physically secure our information, we need to know what type of information needs to be protected. There is no need to post armed guards around your product catalog after it's been published: it's meant to be seen by others. Before it's published could be a different story as you may not want your competition getting a sneak peek. In other words, we need to classify our information.

secure?

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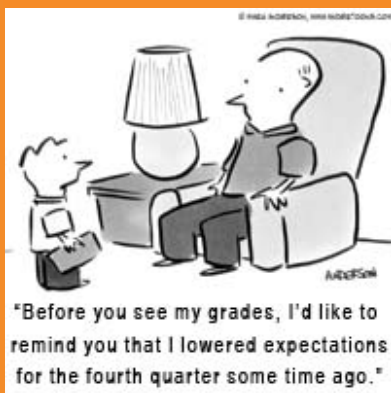
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Quote of the Month

A high school teacher hung this sign under the clock in her classroom.
"Time will pass . . . Will you?"

~James E. Myers

LOL



While there are many excellent information classification schemes, they all boil down to one question: who needs to have what level of access. The rest is deciding how to limit access to just those people. With this in mind, there is one common sense step we can take to beef up our physical security in the typical small office. *Lock it up.*

While it may be true that "a locked door only stops an honest man", locks go a long way towards letting people know what is out of bounds. If the file cabinet has sensitive information in it, lock the cabinet or put it in a locked room.

[Read On](#)

5 Ways To Win Over a Dream Client

by Jeff Wuorio

Every business has a dream client — one prospect they'd give just about anything to land.

The gap between that wish and reality can often be substantial. But it's not hopeless. Here are five different issues that may separate you and the customer of a lifetime, along with strategies that may turn your wish list into a working relationship.

1. "I'm working with a competitor."

Most every business has a competitor with a significant client in the fold — one that you'd dearly love to bring into your own. The first step is to avoid the issue of loyalty. No matter if the customer is satisfied or not, they may feel a degree of attachment to a business with which they've worked for some time. Instead, offer a fresh perspective. "Ask them if the current company is giving them anything new — fresh ideas or new ways of approaching things," says Alan Weiss, author of "How to Write A Proposal that's Accepted Every Time." "Every company changes accounting firms or others they work with regularly. It's a way of getting new blood." Additionally, emphasize that your prospect has nothing to lose by listening to what you have to say. "The goal is to get your message heard," says James Schofield, president of ImprovSelling.com, a sales training Web site. "You can't always win, but you at least get a shot."

2. "You're too expensive."

Here, your dream customer claims your costs are simply out of her ballpark. The real issue here is value. By saying you're too pricey, a customer is likely expressing a lack of understanding about how you may be of value to them. It's up to you to show them. "Ignore the issue of price," says Weiss. "Show them that what you have will provide them with a 20% return. There's no such thing as too expensive; they don't see the benefit." Avoid offering to cut your rates — that merely devalues what you do. Instead, try to get additional information about what the client's financial means are. That may suggest a different product or service that matches their pocketbook without your having to offer a discount. "Ask them if they have a budget or some sort of range that they would be willing to pay," says Elaine Berke of EBI Consulting of Westport, Mass.

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