Free Guide:

How This MSP Went From No Marketing Plan And No Predictable Growth To Increasing Their MRR By 58% In Just 90 Days!

MSP Success Story

TECHNOLOGY MARKETING TOOLKIT

Free Guide:

How This MSP Went From No Marketing Plan And No Predictable Growth To Increasing Their MRR By 58% In Just 90 Days!

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USA

"How We Went From **NO** Marketing Plan And **NO** Predictable Growth To **INCREASING** Our MRR By 58% During Covid."

How We Went From No Marketing Plan And No Predictable Growth To Increasing Our MRR By 58% During Covid

As a husband-and-wife team, we saw our MSP grow each and every year for the last 13 years, but we were STILL struggling and **not paying ourselves what we were worth**. FAR from it, in fact. We understood marketing was important, so we had tested the waters. Once we hired a local marketing consultant (that didn't work out). Another time, we hired an appointment setter to cold call (again, that didn't work out). We even tried a couple of "other" IT marketing programs (not Robin). In total, **we spent around $10,000 and countless wasted hours**. Net result of all of this? One measly $500-a-month client.

So, we went back to our comfort zone: REFERRALS through network marketing. With 90% of our business coming from BNI, **all we knew was VERY SLOW, UNPREDICTABLE growth**.

Then Covid Removed The One Thing We Were Doing To Keep Our Business Afloat

With the lockdowns, we could no longer survive on networking or BNI. Our largest customer didn't know if they would be open in 60 days. Another large fundraiser client saw their earnings drop to zero. All these clients were pivoting, and we were nervous. *Would we go out of business and have to go back to working for someone else*?

Just as the depth of the situation became clear, we got an e-mail from Robin and signed up for the Toolkit, Rapid Implementation Workshop and, ultimately, Accelerators. We HAD to make this work, and our three most important goals were to 1) understand why our past actions had not resulted in SUSTAINABLE, LONG-TERM and CONSISTENT GROWTH (answer: we were spending our time IN the business, not ON the business and marketing), 2) fix the basics, including our target market, unique selling proposition, website, etc., and 3) establish a concrete, REPEATABLE marketing plan.

How We Survived The Covid Recession And Increased MRR By 58%

At the start of this year, our goal was simply to get all these marketing campaigns set up and running consistently. While we have gotten new clients and new MRR from our efforts, we are equally excited to actually have a marketing plan for the first time. Our advice is to start with what you can and then add a little to it over time. This way it **becomes a habit that's easier to keep moving**.

To See How They Got Started: ToolkitLive.com/Start

The Single E-mail That Produced A $7,000 Project From A "Ghosted" Lead!

We ran our FIRST campaign while at Robin's Workshop. It was the 9-Word E-mail ([Marketing Example](#) [#1](#)). I simply e-mailed five prospects that had "ghosted" us. The first four responded that they had moved on (yay, closure). **Then the fifth triggered a $7,000 project just in time to close out the year!**

The Easiest Money I've Ever Made

One of the campaigns I would urge all members to run is the QBR or, as we call them, TBR (for technology business reviews), as Robin shows you to do in the Toolkit. This is key. We actually were doing these with our clients prior to engaging with her. Were we getting anything from them? Typically NOT. The reason: when presenting additional services to my clients, I always feared they would object and ask, **"Why aren't you already doing that for us?"** It was a mind block I couldn't shake for years.

Once I accepted that cyber security is constantly improving and that I'm doing my customers a DISSERVICE by not offering them better technologies, I gained a new confidence in upselling my clients. Through 10 Technology Business Reviews, five of our clients have upgraded their services. **That's an additional $2,000 on the books every month just from a simple conversation!**
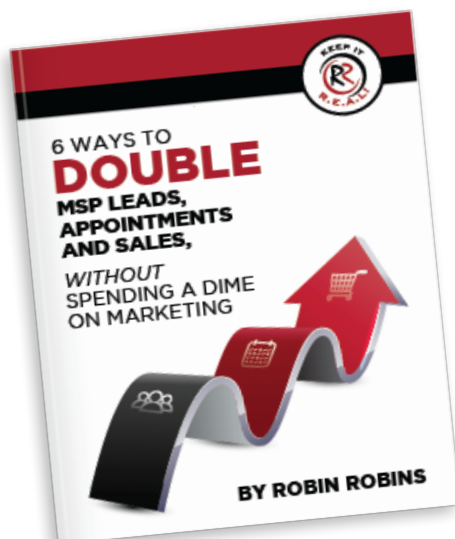
To See How They Got Started: ToolkitLive.com/Start

Scoring 3 New Contracts Worth $4,000 In MRR With A Unique Cyber Security Cross-Sell Campaign!

In January, we worked with our cyber security partners to promote our very first cyber security webinar **(Marketing Example #2)**. Through sending e-mails, posting on Facebook and LinkedIn and making follow-up calls, we got 80 customers and prospects to register and 40 to attend. In the webinar, we conducted a LIVE hacking demo that really got their attention! Then we followed up a webinar replay as well as the cross-sell campaign.

From this single marketing activity, **we added almost $2,000 in additional MRR from existing clients** who added dark web and cyber security features to their existing contracts. Plus, **we gained three NEW managed services clients worth $4,000 in MRR and $6,000 in projects!** This webinar was so successful, we plan to do a webinar every quarter.

We could never have closed these deals without the work we did in the Rapid Implementation Workshop to build our credibility. **We practically closed the deals BEFORE presenting the proposals!** Among our biggest credibility builders were:

01. OUR TESTIMONIALS
(Marketing Example #3)

We sent out e-mail requests to 15 clients and received both written and video testimonials from 12 customers.

02. OUR NEW AND IMPROVED "ROBINIZED" WEBSITE
(Marketing Example #4)

It features our client testimonials, Five Reasons to Choose MK Tech Group, our security tips, referral program and more.

03. OUR UNIQUE SELLING PROPOSITION
(Marketing Example #5)

We created from the great testimonials we received!

To See How They Got Started: ToolkitLive.com/Start

How We Are Building Our E-mail List And Response Rates

Every Monday at 9:00 a.m., our Weekly TechTips E-mails **(Marketing Example #6)** go out to our existing customers and their employees. Several clients even told us **they were REQUIRING their employees to read the tips each Monday** – that's how valuable they are! I originally set up the campaign in Keap for four weeks and then to go out every few weeks after that, which will extend the campaign further. This way, we never run out of content for those in the pipeline. Once we exhaust the best tips, we will cycle them back and start over. In addition, we added a Weekly TechTips E-mail link on our website and began promoting them in Facebook posts. **The numbers are growing slowly…but they are growing!**

The Unique Way We Use Postcards, Newsletters And Facebook To Stay Top-Of-Mind With Clients And Prospects

On the 15th of every month, we mail 250 TechTip Postcards **(Marketing Example #7)** to our customers as well as our best prospects in our target market. To create a more integrated marketing campaign around the postcards, we also:

- Put out a Facebook post promoting the postcard offer and then time it to the exact day when our audience should receive the postcards.
- Create a landing page that promotes the postcard offer.

While only two sets of postcards have gone out, **we've already received one response**. Because we are dedicated to mailing these postcards every month, we know this drip marketing campaign will pay off soon!

To round out our drip marketing, on the first of every month we e-mail our Done-For-You Newsletter **(Marketing Example #8)** to 250 clients and prospects. Then we add it to our Newsletter Archives on our website and include the e-mail teaser and link on Facebook, LinkedIn and Twitter. Next, we plan to move to the Done-For-You Newsletter and have them printed and mailed for us.

To See How They Got Started: ToolkitLive.com/Start

Each month we feature one customer in a "Spotlight" article. We try to choose customers who are in our target market (attorneys and CPA firms), have a high referral potential and could benefit from the extra exposure. They are always honored and happy to participate!

Here's a good tip for maximizing your marketing content: take advantage of Technology Marketing Toolkit's Monthly Blog and Newsletter feature **(Marketing Example #9)**. On the second Wednesday of each month, we repurpose our newsletter content to create a blog post. Then we e-mail it to everyone in our database and promote it through social media.

Create Fire Within Yourself With The 3 Cs

Before my dad passed, he left us with probably the truest words ever spoken: "It's not what you do at your best that defines you. That is potential. Neither is it what you do at your worst. That's a bad day. **It's what you do CONSISTENTLY, day in and day out, that truly defines you."**

Do you also want to be on fire? The necessary elements for a roaring fire require three things:

- **Consistency** – **This is the fuel for your fire.**
  You must execute consistently, both operationally and in marketing, to get consistent results.

- **Commitment** – **This is the heat for your fire.**
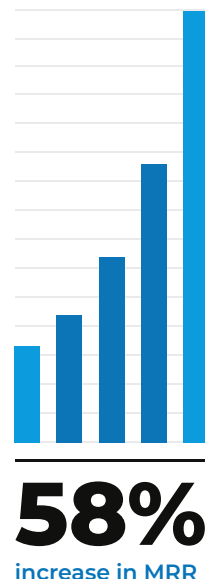 Commit to making the personal and business changes needed to affect your results.

- **Clarity** – **This is the oxygen for your fire.**
  You must be crystal clear with your prospects about why they should partner with you. YOU bring the first two elements, and Robin and her team bring the last one.

Fired Up With A 58% Increase In MRR!

Since meeting Robin, **we have increased our monthly recurring revenue by $6,950 per month**, with $13,000 in projects. **For us, this is more than a 58% increase in MRR** and adds $96,400 in annualized business to the books! We also have multiple proposals in the works, including one for a $26,000 project and as much as $3,200 in MRR, and another one for a $5,000 project and possibly $2,800 in MRR!

With the oxygen that Robin's team breathed into us through the Workshop and the 90 days that followed, the entire MK Tech Group team has been FIRED UP! That feeling soon evolved into a roaring fire of one success after another. Every week we were making progress and changing the trajectory of our business, still knowing we had barely even scratched the surface of what is possible! Today, we are far more confident business owners because we have a SYSTEMATIC and PROVEN strategy to execute on a consistent basis. And we know these habits will serve us for the rest of our lives!
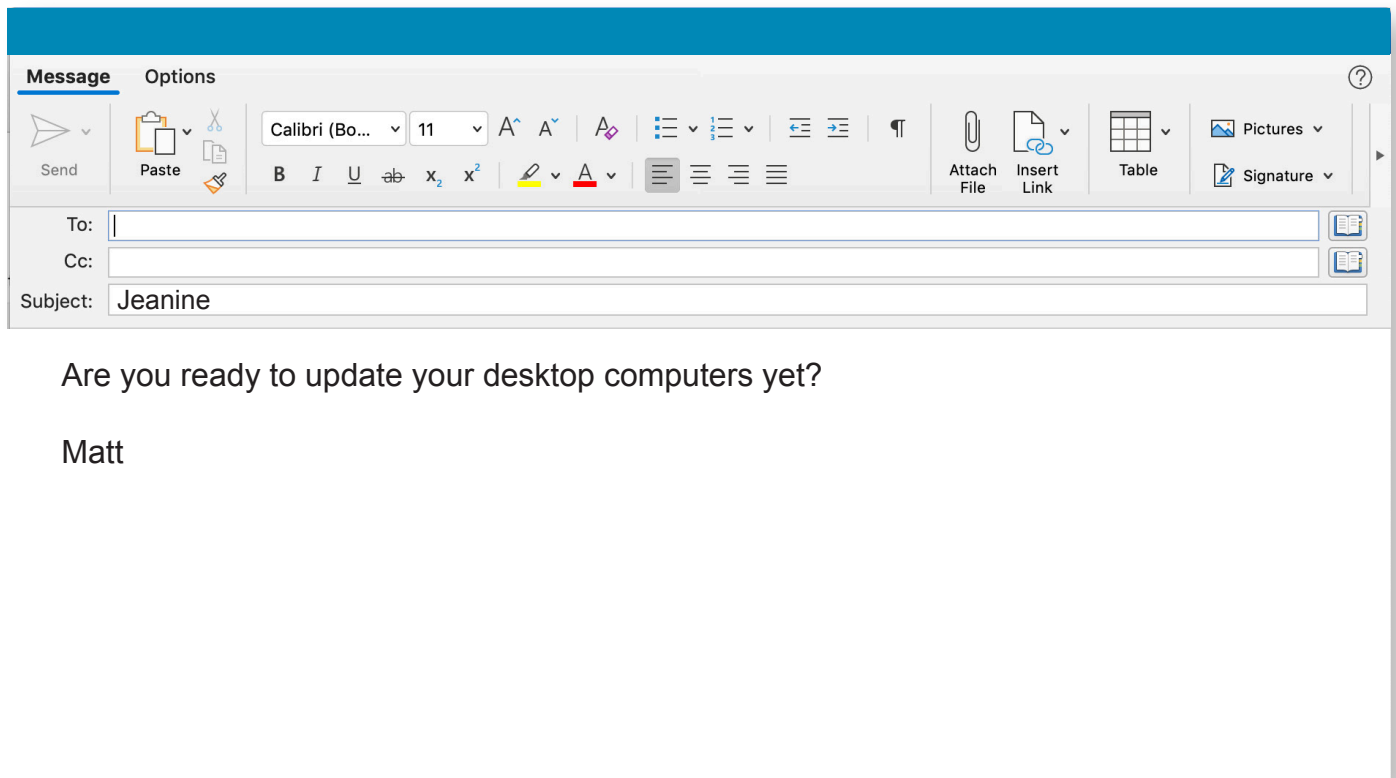
58%
increase in MRR

To See How They Got Started: ToolkitLive.com/Start

Message   Options

To:

Cc:

Subject: Jeanine

Are you ready to update your desktop computers yet?

Matt

Subject: Cyber Security Awareness Webinar

Hello Jeanine,
We are inviting you to a FREE Cyber Security Awareness Webinar on January 21, 2021 at 12:30 PM EST.

REGISTER HERE

As we all manage the radical changes to our lives and work environments, business owners and IT managers face several challenges competing for resources and attention. Join this webinar to understand why a strong cyber security action plan is necessary. By attending this webinar, you'll walk away with immediate steps you can take to:
- Reduce access to sensitive data
- Protect your email
- Manage passwords
- Protect yourself from ransomware

We will also have a live hacking demonstration that will show you just how easy it can be for cyber criminals to gain access to your network and your data – along with how you can stop them in their tracks.

As a bonus, the first 50 companies that sign up will receive a free dark web scan and we'll share the cumulative results during the webinar!
We look forward to seeing you there.

Matt Kinsey
MK Tech Group, Inc.
matt@mktechgroup.com
(954) 900-1654 Ext. 102 - Work | (954) 778-0598 - Mobile
www.mktechgroup.com

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MK Tech Group 8996 NW 40th Street Coral Springs, Florida 33065 United States +1-954-324-1691

| Message | Options |

To: |

Cc:

Subject: Cyber Security Awareness Webinar

Hello Jeanine,
We are sorry you missed our Cyber Security Awareness Webinar today.

We want you to have access to the information, so we are sending you the Video Recording and the information on the Offers we talked about during the Webinar.

Here are the offers we mentioned during the webinar:

Offer 1

Free 30 Day, No Obligation trial with Blackpoint Cyber. Includes a Ransomware Readiness assessment at the end of the trial.

Offer 2

Dark Web Protection Bundle - $75/month if you sign up by 2/1 - normally $99/month. This includes daily dark web scanning so you know if your credentials have been exposed, security awareness training, and email phishing testing to make sure your staff are following safe procedures to handle their email.

Here is the video recording in case you want to review it or share with others in your company so that they can learn more.

IT Fusion

CYBER SECURITY
AWARNESS WEBINAR
JANUARY 21, 2021

If you would like to schedule time to go over your Dark Web Scan and/or the Special Offers, please CLICK HERE TO SET AN APPOINTMENT or email me directly.
Thank you,

Matt Kinsey
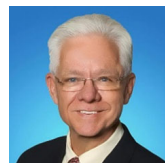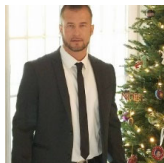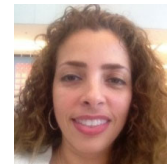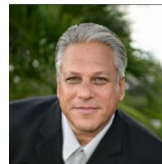MK Tech Group, Inc.
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www.mktechgroup.com

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READ THIS TO LEARN

How other Attorneys and Business Owners have benefitted from working with MK Tech Group, Inc.

WWW.MKTECHGROUP.COM   954-324-1691

Superior Service and Great Customer Experience

MK Tech Group helped us streamline our services and increase our productivity which allows us to better serve our clients. They offer superior service in a timely manner. They intercepted a hacking attempt at our office and kept us from losing any work time while they dealt with the issue. Technology is constantly changing and MK Tech Group keeps me abreast of what I need to be doing so that I can focus on running my business.

Doreen Yaffa, Yaffa Family Law Group

Diligent and Responsive

After working with MK Tech Group for several years, I can confidently say that here is little or no down time. Even in the face of something that cannot be fixed quickly, MK Tech Group is diligent in solving the issue and keeping us apprised. Moreover, MK Tech Group keeps up on the latest technology and software updates and keeps us current.

Kathleen Pratt, Office Manager, Benson Mucci & Weiss, P.L

Responsive and Great Knowledge

When we had to break up with our previous IT provider, we were referred to MK Tech Group by a trusted associate. They brought us on board quickly and efficiently. If you're on the fence about your IT provider, I recommend MK Tech Group because they are highly responsive and very knowledgeable.

Jeffrey Eisensmith, Attorney at Law

Professional and Responsive

MK Tech Group has been very responsive to my needs and the needs of my staff. We are working remotely, and it's more of a challenge. MK Tech Group is able to get it done. I'm very pleased with their work and professionalism.

Gary Landau, Attorney

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Timely, Responsible and Efficient
My phone calls are returned almost immediately, and my computer is always operational. If you are on the fence, you can call me personally and I will tell you how polite, responsible and efficient MK Tech Group is. They have been phenomenal!   **Charles Cohen, The Law Office of Charles H. Cohen, P.A.**

MK Tech Group, Inc. supports Law Firms, Title Companies and Businesses in Palm Beach, Broward and Miami-Dade Counties.
Learn more about us and what our clients have to say on our Social Media sites.

https://g.page/mktechgroup?gm

MK Tech Group, Inc.
8996 NW 40th St, Coral Springs, FL

5.0 ★★★★★ 12 reviews

All   technology 3   knowledge 3

✎ Write a review

Sort by: Newest ▾

https://ww.facebook.com/mktechgroup

https://www.linkedin.com/company/mk-tech-group-inc-
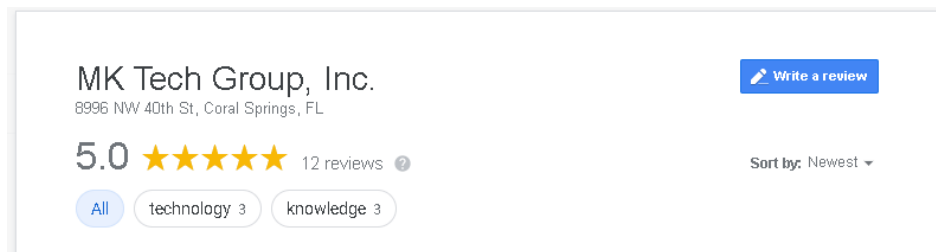
WWW.MKTECHGROUP.COM   954-324-1691

Proactive Maintenance and Management

Time is money and if you are down, you are done. MK Tech Group proactive instead of reactive which means that if we do have an issue, it is quickly resolved. If you feel like you're spending more time on making sure your systems and computers are up and running and you need some way to get that off your plate so you can focus on a client, other systems in your company, or the bottom line, then you can definitely benefit from working with MK Tech Group.

Kevin Donato, Apple Printing & Advertising Specialties

Seamless Integration and Here When We Need Them

We appreciate the personal touch from MK Tech Group. We aren't just a number in their system, and we know that if we need them, we can count on them to be here. With them in charge, we know that when we turn on the computers, they are going to do what we need them to do. They have integrated our local and National services and allow us to work remotely. They helped us upgrade our phone system to a VOIP system which enhances our remote functionality and saved us money. Give MK Tech Group a try and they'll take care of you.

Jeff, National Non-Profit Organization

Proactive Maintenance and Management

I came to MK Tech Group after talking to others who had used their services and have been a client for almost 10 years now. They have been a valued asset to my company as they keep us up and running, and keep our data secure. When you outsource your IT, you want someone you can trust and that will do what they say they will do. When you hire the experts at MK Tech Group, you can be sure that they have your best interests in mind, and will make sure that what you don't know doesn't hurt your business.

Adam Corin, Niroc Consultants

Diverse Knowledge, Honest and Excellent Response Time
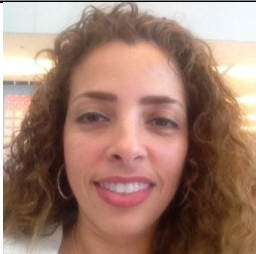
MK Tech Group has diverse knowledge and experience with technology and is able to support all of our different systems and programs. Timeliness is important to us, and when we call you, we know that you will respond quickly and efficiently. I depend on MK Tech Group's knowledge, reliability, and honesty to help our company continue to thrive and grow.

Nayibe Morales, AdGraphics

WWW.MKTECHGROUP.COM   954-324-1691

We need fast moving help.

We are flying each day and we cannot have an organization take too much time with our technology issues. MK Tech Group is fast and responsive...we love that aspect of their business. Thus far there has not been an issue that they could not fix. They know what they are doing...MK Tech Group gets the job done fast.

James Buscemi, Home Care Assistance of North Broward

Secures my Patients' Information and Responds Quickly

When it comes to patient privacy, as a medical office we can never be too careful. When we were looking for a new IT provider, we were fortunate to find MK Tech Group. Not only can I get someone on the phone quickly to get my issues addressed, I feel extremely secure in keeping my patients' information private. If you're looking for an IT provider, don't look any further. No other company compares to MK Tech Group. I give them my highest recommendation.

Dr. Bo Brooks, Chiropractor

Fast Response Time and Local

The biggest benefit we've experienced with MK Tech Group is the super-fast response time in times of IT duress. Thankfully, we've not had to use the hypothetical NEED HELP NOW button with any frequency. MK Tech Group understands that our technology IS our business. It's helpful to have the same locally based person responsible for our technology needs. There's a friendly and familiar smile dealing with our gadgets and gizmos. The Dennis Moran Agency strongly recommends MK Tech Group as being the ideal local source to support your business technology.

Dennis Moran, All State Agency

Reliable and Fast

MK Tech Group provides great service. When I contact them for support, I know they will get on it right away. Reliability and quick response time is a big bonus to us. When something is going wrong with your systems you need someone who is reliable and responds quickly. We are very happy with MK Tech Group, and you will be too.

Joe Robilio, Concord Marine

WWW.MKTECHGROUP.COM   954-324-1691

MK Tech Group - "Robinized" Website

– USP –
MK Tech Group

- **NEVER Pay a Ransom** – The average ransomware demand was nealy $200,000 in 2020. That's money you will never have to pay with MK Tech Group. Our systems STOP an average of 2 attempted attacks EVERY month per client.

- **No LOCKED-IN Contracts** - From day 1 we've never had locked-in contracts. We will not handcuff you to a business relationship that doesn't work for you.

- **100% Client Retention** - Our Clients DON'T leave! We just completed our 8th consecutive year with 100% client retention.

- Our founder was an IT Architect at a Fortune 200 company, bringing enterprise level know how to your firm.

Message | Options

Calibri (Bo... 11

To:

Cc:

Subject: IT Security Tip #7: What is the "Dark Web" anyway?

Hello Jeanine,

The "Dark Web" or "Deep Web" is a part of the World Wide Web we know and love that is ONLY accessible via a special software that allows users and website operators to remain completely anonymous and untraceable. That's why it's the playground for hackers and cybercriminals.

Because hacking IS a for-profit business, there are criminal entities who steal, combine and sell personal information on the Dark Web, like passwords, social security numbers, bank account information and credit cards. There is a VERY HIGH probability YOUR information is being sold on the Dark Web – so how do you know?

Call us for a free Dark Web scan for your organization. You can also have us monitor the Dark Web so that when the login credentials for someone on your team are "for sale," we can notify you so you can immediately change your password and avoid a breach. Also, be careful going to various sites OFFERING a free Dark Web scan. Many are scams designed to get your e-mail and potentially verify that your password is correct, where it's active, etc.

Want more IT security strategies? Download our free report, "The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks."

Get Access To The Report Now

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TechTip Postcard

Insider Tips and Secrets to Get The MOST Out of Your Computer

Do You "Love" Spending Money On Servers, Backup Devices And IT Upgrades?
(If Not, Maybe It's Time To Move To The Cloud)

As hurtful as it feels to us, we know that no one likes spending money on IT. Sure, we all want our laptops, e-mail and applications secure, running fast and readily available 24/7/365, but your friends aren't going to visit your office and oooh and ahhhh over your new server, and it certainly won't provide you hours of entertainment or bragging rights at your next high school reunion.

So the question is, how can you get the tools you need to work without spending an arm and a leg? More and more businesses are choosing to move their network to the cloud. By hosting your server, data and applications off-site (cloud computing), you free yourself from having to purchase, install and maintain your own in-house computer network. That way you're not required to buy a new server and workstations every 3 to 4 years to keep everything updated; all you need is an Internet connection and a web browser, and your cloud provider does the

In addition to the cost savings, here are some of the benefits of moving to the cloud:

1. **Automatic Backup.** Businesses that host their server, applications and data in the cloud don't need a separate backup. In some cases, that can save a business thousands of dollars by eliminating the need for a separate BDR (backup and disaster recovery) device and service.

2. **Work Remotely From Any Device.** By hosting your server and workstations in the cloud, you can access key applications, documents, e-mail and processes via a web browser, freeing you to work remotely from whatever device (laptop, tablet, PC) you're using to access them. All you need is a good Internet connection and a web browser.

3. **Easier Cash Flow.** When your network is in the cloud, you aren't faced with a big, expensive network upgrade every 3 to 4 years. All you pay is a fixed monthly fee for the computing power you need, just like a utility. If you need more users, space or features, you add them. If you need to dial it back, you can do that too because you're paying a monthly service fee, not for the physical hardware and software licenses that you have to install and maintain on-site.

If you want to find out if all or parts of your network can be hosted in the cloud to save you some money and to simplify IT, call us at 954-324-1691 during the month of February for a free Cloud Readiness Assessment. There's no cost or obligation, and you just might discover that it's the solution you've been looking for!

Request your free Cloud Readiness Assessment online at
www.mktechgroup.com/cloud-readiness-assessment

Free Cloud Readiness Assessment Reveals How Cloud-Ready Your Business Is And How Much Money You Can Save

Matt Kinsey
President

MK Tech Group, Inc.
8996 NW 40th Street
Coral Springs, FL 33065

During your free Cloud Readiness Assessment, we will help you uncover:

- How using cloud technologies may eliminate the cost, complexity and problems of managing your own in-house server while giving you more freedom, lowered costs, tighter security and instant disaster recovery.

- We'll give you honest answers to your questions and detail – in plain English – the pros AND cons of moving your specific operations to the cloud.

- The TRUE cost savings that your business is likely to realize by moving your operations to the cloud.

And even if you decide not to move your network to the cloud or engage with us as a client, you'll find the information we share with you to be extremely valuable and eye-opening when you make future decisions about IT. After all, it NEVER hurts to get a third-party "checkup" of your IT system's security, backups and stability, as well as a competitive cost analysis.

Request your free Cloud Readiness Assessment online this month only at

www.mktechgroup.com/cloud-readiness-assessment

MK Tech Group - Done For You Newsletter

MK Tech Wire
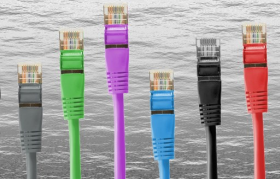
What's New

We now offer a fully virtualized office for you. You can move all of your servers and desktops into the Microsoft Azure environment and access it from anywhere.

This is perfect if you're going to maintain an increased work from home environment and for business continuity.

If you'd like a free analysis of what it would take to move you into the cloud completely, please give us a call at 954-324-1691.

We're here to help.

March 2021

This monthly publication provided courtesy of Matt Kinsey, CEO of MK Tech Group, Inc..

Our Mission: To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

3 Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Computer Network

There are seemingly countless IT services providers to choose from these days, and it can be challenging to tell one from another. However, not all IT services providers are created equal. Some offer independent services, while others are part of larger firms. Some are new to the field, while others have been around for years. There are also companies that put out slick marketing to grab your attention but make it hard to tell if they really live up to the hype.

Well, we're here to help you cut through the clutter. You want to hire someone who knows what they're doing and will take care of your business the right way. To do that, there are a few questions you should ask every IT expert before you let them anywhere near your network – to ensure you'll be in good hands.

1. **What's Your IT Experience?**
Education, certifications and hands-on

experience are all important. You want to know your "expert" is actually an expert. It's all too easy for someone to pass themselves off as an expert when they really have limited experience, so you should never hire an individual or a company without vetting them first. After all, this person (or team) will be handling EXTREMELY sensitive hardware and data essential to the operation of your business. This isn't the time to take risks or give someone the benefit of the doubt.

When you work with an IT services company, or MSP, you can generally expect that the people you work with are educated and experienced, but you should **always** ask. It's okay to dive in and ask them about their certifications, how long they've been doing their job and how familiar they are with your industry. And if you aren't sure what

Get More Free Tips, Tools and Services At Our Website: www.mktechgroup.com
(954) 324-1691

certain certifications are, feel free to ask follow-up questions. There's a very good chance they'll be more than happy to answer all of your questions, especially if they're a true professional who knows what they're doing!

2. **What's Your IT Approach?**
There are different approaches to IT and network security. You have the old-fashioned **break-fix** approach and you have the modern **proactive** approach. The break-fix approach used to be the staple of the IT industry – it was the business model of just about every IT support firm in the 1990s and early 2000s. This approach is pretty straightforward: something breaks, so you hire someone to come in and fix it. If many things break or something complicated breaks, you could be looking at a pretty hefty bill – not to mention the costs associated with downtime.

Today, most MSPs take a proactive approach (and if they don't, look elsewhere). They don't wait for something to break – they're already on it, monitoring your network 24/7, looking for outside threats or internal issues. They use advanced software that can identify trouble *before* it strikes. That way, they can go to work, proactively protecting your business so you avoid those hefty bills and long downtimes. These are companies that are willing to collaborate with you

> **"If you're working with an IT company that doesn't have your full confidence, you may need to rethink that relationship."**

and your business to make sure you're protected, your IT needs are met and you're getting your dollars' worth.

3. **What's Your GUARANTEED Response Time?**
This question often gets overlooked, but it's one that can make or break your business – and it can make or break your relationship with your IT services provider. You need to know that you won't be left in the dark when something goes wrong within your network. If you're experiencing a cyber-attack, or a power surge has taken out part of your server, the cost to your business can be catastrophic if your IT services provider can't get to you right away. The longer you have to wait, the worse it can get.

You need to work with someone who can give you a guaranteed response time in writing. It should be built into their business model or, better yet, the contract they want you to sign when you hire their services. They should be doing everything they can to instill confidence that they'll be there for you when you need them. If you're working with an IT company that doesn't have your full confidence, you may need to rethink that relationship.
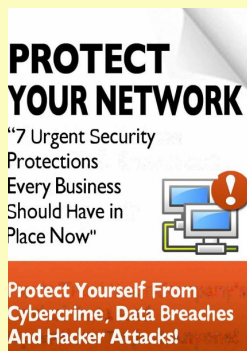
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New President

MK Tech Group announced that March 1, 2021 is an incredibly exciting day as they welcome Jeanine Kinsey as the new President. Jeanine is a proven leader as exemplified in her previous role as Chief Financial Officer. As President, Jeanine will assume day-to-day operational management, allowing the CEO of MK Tech Group to focus on business development.

Jeanine has strong technical skills as well as the ability to lead the team at MK Tech Group into the future. Her keen understanding of the technology market is one of the key reasons Jeanine will flourish in her new role as President.

Jeanine's leadership skills and community service are exemplified by her involvement in various organizations while being on the Board of Director for multiple companies. Jeanine is a leader in her community and has been recognized for her work with Toastmasters, Girl Scouts USA, and the Boy Scouts of America.

Please take a moment and congratulate Jeanine Kinsey on her new role!.

Making & Keeping Customer Connections In A Digital Era

Make the value that you give your customers so high it doesn't matter what the price is. Based on the experiences your brand consistently delivers, your customers should have no idea what your competition charges. You don't need to raise your prices. You need to bring value and better service. This includes employee training – and be sure they understand how to build and keep relationships.

3 Strategies To Dominate The Relationship Economy

- Use technology to allow employees to focus on what's most important: building relationships that result in higher customer loyalty.
- Build a culture that creates emotional connections with your employees.
- Create relationship-building training for new and existing employees.

Things That CAN Be Trained:

- Authenticity
- Insatiable curiosity
- Incredible empathy
- Great listening skills

The 1 Thing That CANNOT Be Trained:

- The ability to love people

Let's focus on what can be trained and what these traits look like.

Authenticity:

- You love what you do, and it's obvious.
- You're transparent – if you have bad news, don't hold it back.
- You are as committed to the success of your customer as they are.
- You know your clients' top three goals for the year.
- Your customer should not be able to imagine a world without your business in it.

Insatiable Curiosity:

- You're dying to learn about others.
- You want to know about both familiar and unfamiliar subjects.
- You're willing to meet as strangers but leave as friends.

Incredible Empathy:

- You look at things from the customer's perspective.
- You put yourself in your customer's shoes.
- You listen and think from the other person's point of view, allowing their message to become much clearer.
- You're wary of empathy fatigue and able to reset yourself.

Great Listening:

- You give them fierce attention.
- You ask a question and then more questions.
- You don't defend questions and instead explore new ones.
- You bounce questions back.
- You fight the urge to reply before you finish listening.

Every employee should possess these four traits, and you should be willing to train your team to deliver on these traits. When you successfully bring these four elements together, you are set up for success and have the foundation to build and maintain strong relationships with your customers.

Leah Tobak is a Project Manager with Petra Coach. With a background in public relations and marketing, she's done a lot of work building relationships with customers and prospective customers. Outside of the corporate landscape, Leah is an international model and is known for her work in front of the camera.

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■ Top 4 Security Certifications You Should Have In 2021

GIAC Security Essentials (GSEC)
Ideal for those who may not have an extensive background in IT security and networking but who work in an IT security (or similar) role and want a baseline certification. No prerequisites. Learn more at **GIAC.org/certification/security-essentials-gsec.**

(ISACA) Certified Information Security Manager (CISM)
Less technical and more managerial. Ideal for those in IT and risk management roles that are not strictly technical. Prerequisites for certification include five years experience in information security (including three years as an information security manager). Learn more at **ISACA.org/credentialing/cism.**

(ISC)² Certified Information Systems Security Professional (CISSP)
A high-level certification aimed at those with an extensive and knowledgeable IT security background. This certification is in very high demand by companies around the world. Prerequisites include five years experience in a position related to CISSP (or one year of experience plus a four-year degree). Learn more at **ISC2.org/certifications/cissp.**

(ISC)² Certified Cloud Security Professional (CCSP)
Ideal for those experienced in IT security with an emphasis on cloud-based solutions. Prerequisites for certification include a minimum of five years of full-time IT experience (with three years in information security). Learn more at **ISC2.org/certifications/ccsp**.
Infosec, Dec. 22, 2020

■ The Scientific Reason Your Employees Value Opinions Over Facts

The research is clear: people have a habit of putting more value on opinion rather than fact. It's because it's easy! This is discussed in Daniel Kahneman's best-selling book, *Thinking, Fast And Slow*, and in numerous research papers. Accepting opinions requires less thinking than evaluating facts.

Data-driven companies need to take this into account when it comes to their teams. According to Kahneman, some people are "type 1" thinkers or fast thinkers, and opinions mean more to them. Others are "type 2" or slow thinkers – they take their time and evaluate what they hear.

Michael Schrage, research fellow at MIT Sloan School's Center for Digital Business, says you can't just switch between the two types of thinking automatically. It's more fundamental – you have to change people's mindsets over time. His suggestion is to incentivize analytical, fact-based thinking and recognize employees who take this approach. *Inc., Oct. 29, 2015*
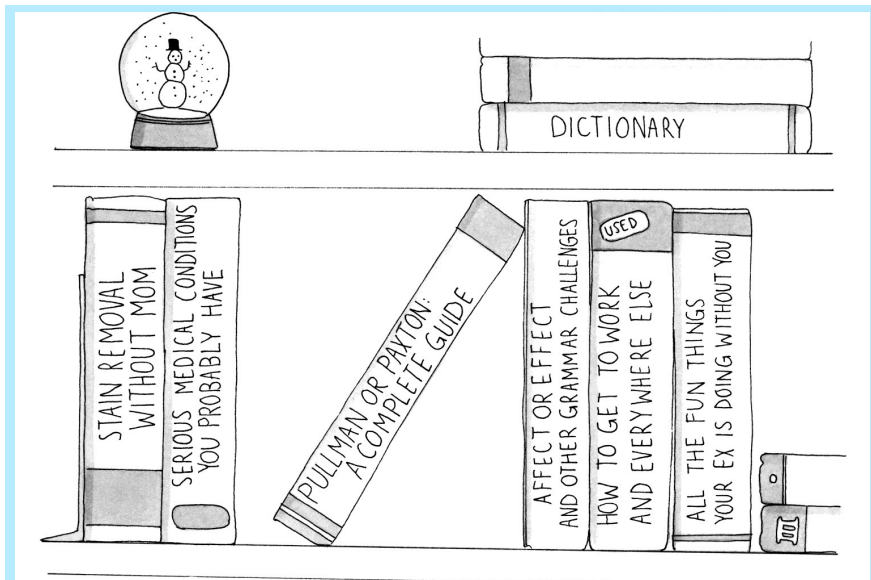
■ 3 Simple Yet Effective Ways To Boost Employee Morale

1. Focus On Mental Health. Whether it's your own mental health or the mental health of anyone on your team, make sure everyone has the time and space they need to take a break and refocus their energy. Make sure anxiety and stress are recognized and addressed in a positive way.

2. Be With Your Team. Simply being present and available for everyone on your team goes a long way. Have regular one-on-one chats just to see how things are going and to ask if they need anything. When they do need something, do what you can to help (and be sure to follow up).

3. Recognize Your Employees. Recognize their work and reward them. Everyone should be aware of the effort individuals and teams put into their work. At the same time, make sure they have ownership over their work and give credit where credit is due. *Inc., Nov. 4, 2020*