

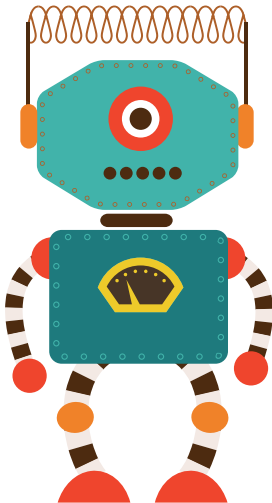
WHAT BUSINESS SCHOOL DOESN'T TEACH YOU

DEVELOPING A CUSTOMER BASE OUTSIDE OF THE STANDARD SALE

By Tim Stanley, President, Total Document Solutions

My company sells hundreds of copiers every year. You'd be amazed at what our products can do. But today's customer has so many ways to purchase those same machines, including directly from the manufacturer via the Internet.

Which means we have to do so much more than sell products. We have to sell our commitment to the community, and we have to market the care and compassion a faceless website cannot. How we handle our non-core business offerings makes the difference. Think about calling a customer service hotline, and growing frustrated while dealing with one automated response system after another. We can sell the kind of service that shows up at your door and shakes your hand because that's far more pleasant than a robot.



Developing your non-core business takes time and planning. Here's how I suggest you start:

BE A HUMAN

I have this guiding principle I call the 'grocery store rule.' It's something I apply to every client or potential client I work with. If I see someone in the grocery store aisle, I should feel confident in going up and shaking his/her hand. I should never feel like I've cut a rotten deal and have to avoid him/her outside the walls of our offices. Always, as I make deals and work with clients, I stay accountable. You can always shake my hand. I often refer to myself as the "White Shrek." I'm big, but I'm not scary.

CREATE SOCIAL CAPITAL — I wish I had come up with the term social capital. I didn't. I came up with the 'grocery store rule' instead. But they work together in so many ways. You've got to take care of people, and that matters internally and externally. Even a simple thank you card goes a long way. Forbes magazine took notice of social capital recently. Potential clients can research prices and product details online as per their article called "Social Capital Is Path to Social Selling".

That invites competition. Making real connections with real people is critical in that kind of market. Make it so they remember you.

GIVE THEM EXTRAS — We must provide things a website can't deliver, or wouldn't think to deliver. My company fleet consists of 14 Toyota vehicles. Once a year, I buy pizza for the service guys at the local Toyota dealership. I don't anticipate any extras, and they don't cut me a special deal. But maybe on a day they're rushed, they'll remember me and make sure the lug nuts are tight. I have the same approach with service calls. My clients know they can order a delivery of donuts from us when we visit. Not just any donuts, but donuts with our company logo on them. They look pretty funny if you don't know the name of our company, but they work for us.

REMEMBER THE BASIC SALES RULES

The extras go a long way into creating the social capital that generates business outside the core. But the sales basics remain. Just like you can gain momentum with a client by showing them extra care, you can lose them with rudeness or inattention. Here are some basic tips:

- **DON'T GET EMOTIONAL:**

If a deal is not struck, there may be other factors at play.

- **DON'T FEEL REJECTED:**

The bid might have gone to a cousin. It's hard to overcome some factors.

- **KNOW THAT FEELINGS CHANGE:**

If you build a relationship, a 'no' may later turn to a 'yes' when your contact realizes their original deal wasn't as sweet as they thought.

- **BE ACCOUNTABLE:**

If you make a promise, come through on it.

- **BE PART OF THE COMMUNITY:**

Tip well. Civic organizations can help, and be nice to the people you see, like in the grocery store.

ADMIT YOUR MISTAKES — Because I am part of the community, and because I do see clients in the grocery store, I have to be honest. Many sales team members at the offices of my competitors won't be around in 18 months, but I will. And it means I may have to humble myself in front of a customer if I'm in the wrong. I've missed sending out a bid before. I don't make excuses. When I screw up, I go and ask for forgiveness.

CREATE PARTNER BUSINESSES — Forging the kind of friendships that yield long-term business opportunities takes time, but it reaps rewards. When I'm presented with an opportunity for a contract outside of the company's skill set, we often pass them along to friends in the community better equipped to handle the task. We hope in return they'll pass some back my way. Again, we don't cut each other specific deals. It works when we all agree not to oversell, and keep things balanced.

HAVE STAYING POWER — For some, businesses are a transient enterprise. But we want staying power, and we find that's an advantage. Creating long-term deals and partnerships means we can always be looking for new clients while keeping our current contacts happy. But once we get a client on the roster, we aim to make them stay. There's a big difference between selling a machine and making a customer. We always want customers.



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10 EASY WAYS TO PROTECT YOUR DATA

By Tim Stanley, President, Total Document Solutions

We file data all the time, every day. And it goes ... somewhere. What we too often fail to consider is exactly where it goes, and what fail safes we should build around it. Recent breaches at national retailers such as Target, Home Depot and JPMorgan Chase prove data security is a critical issue. The breach at JP Morgan Chase affected 76 million households and seven million small businesses. We still don't know the depths of this data crisis, either at JPMorgan Chase or in the bigger picture.

If you're not protecting your data, you and your valuable customers are about to become a target.

The worst data protection plan is not having one. The idea that "someone else takes care of it" leads too many business owners and managers to think that they're protected. It may be that no one in your company is responsible for data protection. But that responsibility will fall on the business owner or manager when a lawsuit is filed after a data breach. Better to make it someone's job now than after you get sued.

HERE'S WHAT I CAN TELL YOU ABOUT PROTECTING YOUR DATA FROM INTERNAL AND EXTERNAL THREATS:

1 HAVE A PLAN — As I said, the worst plan is simply not having one. Make an inventory of the data you receive, collect and produce, and list where it's stored, too. That can include printer hard drives, cloud storage systems or internally based servers. Then, figure out ways to protect the data you found. Create a backup system, and protect yourself against attacks through encryption and other methods.

2 HIRE THE BEST — When my company moved into the information technology business, I hired two employees for the task of data maintenance and protection. The temptation would have been to hire some friends or connections from within my industry. But their expertise would fall outside of IT. Instead, I hired two employees with specialized skills in IT and let them learn the intricacies of the print business later. Don't short yourself by letting someone already in the company convince you they can take care of it, even if they have an IT hobby.

3 HAVE A BACKUP — Systems fail, and they fail all the time. Sometimes a natural disaster like a flood or a tornado can destroy data servers. Thankfully, that's not common. But have you ever seen a hard drive actually disintegrate? My technicians have told me how they can melt like a candle and that happens far more often than a tornado. And it can happen through no fault of your own. Think of all the important documents you want to use in the office tomorrow, then find a place to save them that isn't on the desktop of your PC.

4 INVEST IN THE CLOUD — We recommend a cloud system for all of our clients. It not only creates a backup, but it also allows for more efficient and intelligent data management. Through a cloud system, you can move a document safely and securely from your smartphone to your work PC to a Mac laptop at your home. The cloud can also send data to you, wherever you are — you can arrange for a voicemail sent to your office to arrive as an email, accessible through your cell phone. Cloud systems also help with redundancies. If I delete an email from my phone, it goes away from my desktop mail client too.

5 GET A THIRD-PARTY CONSULTATION — Even with a detailed plan, backup system and cloud storage, it's best to have someone double check your work. For the same reason an accounting firm might ask for a third-party audit, you should do the same with your data management plan. Hire a consultant to comb through your systems and watch them discover vulnerabilities you haven't even considered yet.

See 5 additional steps to protect your data and continue reading the full article at inbiznwa.com



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PRINTING SOLUTIONS

**REASONS WHY
PRINT ISN'T DEAD,
AND HOW TO TAKE ADVANTAGE OF IT**

By Tim Stanley, President, Total Document Solutions

If you are reading this article in the InBiz NWA printed magazine, this means that print isn't as dead as you might hear otherwise. Companies are moving into the digital realm at high speed. That's certainly true of my company, too. But printed material should continue to play a major role in your business model. Print is not dying or getting old – it's getting new.

Here are five things you might not realize about printed materials:

1

CLIENTS DEMAND IT

We find there's still a segment of our population that prefers printed material to digital

products. Until that changes, print continues to have exclusive value to that consumer. That's something many businesses still understand. A Pitney Bowles survey found that 76 percent of small businesses said their ideal marketing strategy is a combination of print and digital messages. Further, the Direct Mail Association Factbook shows that in 2013, 65 percent of consumers of all ages made a purchase as a result from direct mail. Or, in other words, if you can get printed materials in someone's hands, it's still effective.

2

TECHNOLOGY IS IMPROVING

Printed materials continue to matter even as technology revolutionizes the world

around us. And they matter in part because of new technologies. You've probably heard of 3D printing, where robot-like machines create usable products with girth and weight. That kind of technology remains just outside of accessibility for most businesses. But conventional printing options have evolved, too. Modern multifunction printers can make saddle-stitched booklets, and stack, slit, cut, crease or make a perfect bound booklet as well. The only thing these machines can't do is shake your client's hand after you've completed the sales pitch.

3

QUALITY IS IMPROVING, TOO

The quality of the documents themselves are improving, as are the quality of the images on them. If you haven't tried a print campaign in a while, you might be surprised how far printed material has advanced. I'm seeing gold toner and clear toner used more frequently now, something we couldn't do even a few years ago. In particular, the clear toner creates a translucent sheen when it's printed. It creates a simple watermark on your document, but not something that's so complicated it requires a black light to see. If you're printing something you worry will be counterfeited, try clear toner. A quality printer can make it in a hurry, but it can't be duplicated on an flimsy ink jet printer some ticket forger might have at home. You'd also be amazed at the differences between the images you knew from a few years ago and the current line of printed materials. Documents made in your office can now resemble the work done on large offset printers, and your clients will never guess your documents were made with toner on paper.

SMALL BATCHES MAKE A DIFFERENCE

4

We're also learning so much more about the business of how people use printed materials. If you go through a traditional firm for a print order, they'll likely try to add on to your order and push a few extra copies. But research shows that 50 to 60 percent of large print orders never get used. What's more, you'll keep using the same materials over a longer period of time, which means changes to the document are needed and you're forced to scribble your new cell phone number on the back of your old business card.

Research also shows you'll use 15 to 20 percent of your printed items with incorrect phone numbers, email addresses or company rosters. But with advanced print systems accessible in the small business or even home office realm, you can bypass those trends. Having the ability to print a document or two at a time changes everything. I print only what I need for the next sales call, and that means the information I give out is always correct.

5

IT'S ACCESSIBLE YET PERMANENT

Technology is certainly changing the way we work, but it's making things better. Digital documents, such as PDF's, are now searchable, making it easier to locate important information in a large paper. There are no more antiquated documents in our new world, and you can keep fewer outdated print forms.

Although, you never run out of battery power on a printed document, like I've done with the one contained on my phone. Creating multiple copies of the same document in different realms - printed and digital - makes sense. In the event of a catastrophic failure, you've always got a working copy, because power outages don't have much affect on a printed document.



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