

TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

The Reality of an Entrepreneur and Their Pursuit of Freedom

by Joanna Sobran



Joanna, George & Mr. Wonderful

I recently had the privilege of meeting with Mr. Wonderful, Kevin O'Leary, from Shark Tank. Shark Tank is the #1 show in America. For those of you who aren't familiar with the show, it's where entrepreneurs come to pitch their business to a panel of investors to take them to the next level. Kevin O'Leary is one of those investors. Kevin is an extremely successful entrepreneur himself and he shared his thoughts in the subject.

There were many takeaways from his talk that I want to share with you. He described being an **entrepreneur** in such a profound way. **According to Mr. Wonderful, being an entrepreneur is all about the Pursuit of Freedom.** So what does he mean by that? Well, when you are a successful entrepreneur, you are gifted with certain amount of wealth. That wealth provides freedom. The freedom to do what you enjoy, send your kids to the best schools, see the best doctors, travel, or to pursue dreams. That is the essence of the American dream. It's not about greed or money, it's about freedom. You turn success into financial freedom.

Shark Tank Funding Success Metrics

Kevin talked about the three most important things successful leaders know. **100%** of the companies who got funded on Shark Tank have the following three things in common:

- 1) The entrepreneur was able to articulate the opportunity in 90 seconds or less;
- 2) They were successful in convincing investors that they were the right team to execute the business plan;
- 3) They knew their numbers very well.

If you remember these three things as you grow your company they will serve you well over the years.

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

Joanna Sobran
President/CEO, MXOtech

Want To Win A \$25 Gift Card?



In this issue, Joanna writes about her meeting with Shark Tank's Mr. Wonderful. **Name 1 of the 10 Secrets Joanna learned from him about being a successful leader.**

Be the first to email brainbuster@mxotech.com with the 1 of the 10 secrets to win a \$25 gift card.

Congrats to our winner from our previous issue, Dominicka of Belmont Partners!

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Do you have a funny story or resource to share with other subscribers? Send it to us! Submit your content to kburmeister@mxotech.com.

Customers Expect More by Dr. Nido Qubein

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

1. **Customers are better-educated, more sophisticated and more value-conscious.** In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

2. **Competition is stiffer.** Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

Visit MXOtech University at www.mxotech.com/mxotech-university to read the other two ways the sales environment has changed.



Curious if you're getting the most from your IT company?

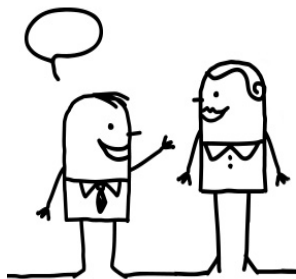
Read Joanna's LinkedIn blog post on the topic at:
www.linkedin.com/in/joannasobran



This technology tip
is brought to you by:

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University**

MXOtech Wants To Send You A Check!



Do you have a friend or colleague that you think could use the help of MXO? Tell them about MXOtech Managed Services. They'll get the IT support they need and YOU'll get a check in the mail.

Refer any company with 10+ computers to our office for a FREE Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush you a \$25 gift card as a thank you. When your referral signs a contract with MXO, we'll give YOU a check for \$50 per computer user. Not your boss, not your company, YOU! We will make out the check to the name of the person who contacts us.

Visit <http://www.mxotech.com/resources/referral-program/> for more details.

The Pursuit of Freedom...

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Here are the 10 Secrets I Learned About Being a Successful Leader

1. **Employees are not your friends.**
In many of the leaders who failed, treated their employees like friends. You need to respect them, pay them well, set expectations but they aren't your friends. When it doesn't work out, you know what you have to do. That's difficult with friendship.
2. **Maintain a clear line of command.**
As a leader it's your responsibility to set the future. Set a command line and let people make decisions for themselves. Hire great employees who you trust and set goals for them. Don't get involved in the details. Good employees understand when to involve you and when not to. If you hire **great people**, your phone shouldn't ring. We have adopted a very strict hiring process at MXO and our greatest strength has been our people. Every client will tell you how amazing our team is to work with.
3. **Be accessible.**
You are the leader, you must respond. Take the phone call and don't wait 48 hours. Just the fact that you speak with them, most of the time, solves 90% of the problem.
4. **Delegate, delegate, delegate** - Step back and let your people do their job and don't get involved in every detail. You will lose great people if you don't let them.

Read the rest of what Joanna learned from Mr. Wonderful on our website: www.mxotech.com/mxotech-university

Client Spotlight

We asked our client, Shore Tompkins Actuarial Resources, to share some insights on saving for retirement...

Excuse me, can you tell me what kind of car is best for me? It is impossible to answer that question without getting more information... How will the car be used? What is the budget? For fuel efficiency and driving in a crowded downtown area, maybe a Smart Car is best. Hauling heavy loads of construction materials? Perhaps a truck makes sense. Have kids that need to be shuttled from one activity to another? Maybe the less-stylish but ever-so-practical minivan is the perfect solution. The same is true when selecting a retirement plan. Although there aren't as many makes and models, there are some significant variables, and the most appropriate option depends on some of the same factors. How will you use the plan and what is your budget?

Lease or Purchase?

There are two general categories of retirement plans: defined benefit and defined contribution. Unlike "crossover SUV," these names give a pretty good indication of the fundamental characteristics of each. Here is a quick summary.



Defined Benefit (DB) Plan

A DB plan specifies the benefits provided to each participant at retirement via a formula that considers items such as compensation and length of service (such as 1% of average pay for each year of service). Each year, an actuary calculates the benefits due each participant, determines how much money is needed to fund those benefits, and compares that amount to actual asset levels to arrive at how much the company must contribute. A DB plan is kind of like buying a car... you commit to making the payments over a period of years until your obligation is paid.

Defined Contribution (DC) Plan

A DC plan sets parameters for the amount that employees and the company contribute each year. Add investment gains or losses to determine the amount of retirement benefits each employee ultimately receives. Think of a DC plan as a series of one-year leases...the participants and the company decide each year (and sometimes more often than that) how much to contribute, and whatever is done in one year can be changed the next year.

Learn the rest of the plan to drive your retirement needs at <http://tinyurl.com/shoretompkins>



The leaders of **Shore Tompkins**—Neil Shore and Kathy Tompkins—each have more than 20 years of hands-on experience, not only in the technical aspects of designing, implementing, and administering a wide variety of plans, but also in listening to and advising clients. They welcome your call at (312) 762-5960.

Neil Shore and Kathy Tompkins
www.shoretompkins.com

Yahoo Is Shutting Off Telecommuting – Should You?

The recent decision by Yahoo CEO Marissa Mayer to stop telecommuting has cast a negative light on this practice. After checking the company's VPN log to see how many remote employees were logging in, she didn't like what she saw. Effective June 2015, telecommuting is no longer an acceptable practice at Yahoo. The media excitement added fuel to the fire for those who think that employees working at home aren't putting in an honest day's work.

Mayer's now-public memo talked about communication and collaboration. She thought the best way to make that happen is for people to be in one place. But that's just one opinion.

There are many companies who use telecommuting practices very successfully. They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx and Campfire chat by 37signals to do just that. They support these tools with products such as Google's Gmail and Calendar apps for business and Asana's task management software, to name a few.

Telecommuters are often employees who live in other parts of the country or even in other countries, and other time zones. After trying several techniques to work with a remote team member, David Bloom, the CEO of tech start-up Ordr.in, now uses Google Hangout for daily virtual meetings. He says, "We have five employees, and four of us are in the same place, but we all log on separately. This allows us to have a face-to-face meeting where everyone's equal. It's not the four of us sitting in one place, with our colleague sitting somewhere else." He finds this arrangement keeps everyone accountable for their work.

Josh Siler, CTO of HiringThing, a virtual company, says it's all about your company culture. "We're trust-based, and we don't micromanage our employees. We judge everyone based on their output. Anyone can make their schedule flexible, as long as they meet their commitments to their coworkers," he says. "Our employees know that their performance is what matters, and we talk about it on a regular basis."

Bloom and Siler would tell you that telecommuting is successful when you have a culture of accountability and trust.

Learn how you can successfully connect with your employees anytime, anywhere with Office 365. Visit our website at www.mxotech.com/services/cloud-services/office-365 or contact MXO for a FREE DEMO.

312.554.5699 | sales@mxotech.com



EXTRA! EXTRA! READ ALL ABOUT IT!

CHICAGO **SUN-TIMES**

Did you catch the feature article on MXOtech President and CEO, Joanna Sobran, in the July 12th Sunday edition of the Sun-Times? Joanna was honored to tell her story of how she went from waitress to successful entrepreneur in the Sunday Sitdown piece.

Read the story and watch Joanna's video interview at <http://tinyurl.com/JoannaSunTimes>

Phones that just work.



MXOtech is a customer of the Nextiva award winning phone system and you should be too! Find out how much you can save by switching.

With hosted VoIP, you no longer need to worry about the significant cost of managing and maintaining on-premises communication systems. Nextiva Office, the all-inclusive hosted VoIP service, enables your business to increase revenue, minimize management headaches, and improve your customer experience.

Nextiva provides standard hosted VoIP functions, plus fully integrated enhanced services. Setup and configuration are easily managed through a Web Portal. All plans include the following services:

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| Unlimited Long Distance | User Friendly Web Interface |
| 100% US Based Customer Support | Dial by Name Directory |
| Amazing Service | Intercom |
| Multi-Tiered Auto Attendants | Voicemail to Email |
| Call Forwarding, Waiting, ID | Presence on Multiple Devices |
| HD Voice | Shared Line Appearance |
| No Set Up or Activation Fees | Unlimited Hunt Groups |
| Push to Talk | Call Parking |

GET THE MXO DISCOUNT!



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312.554.5699 | gmirov@mxotech.com

Have you met our phone guy? Support Desk Admin, Yuri.



Yuri Gorbachyov

In his role as a Support Desk Admin, Yuri is responsible for the daily flow of support tickets, taking customers' calls, and onsite office support when necessary. A quick learner since joining MXO just over a year ago, Yuri's main concentration is now on implementing telecom solutions for MXO's clients. As part of the implementation process, Yuri walks our clients through each step of onboarding, call-flow builds and virtual faxing. Yuri's interests are as vast as the weekly technical challenges he undertakes, ranging from triathlons and motorcycle racing, to photography and chess. Here's some more fun facts to help you get to know Yuri:

Favorite Food: Chinese

Favorite Movie: Good Will Hunting

Favorite Quote: "The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark." -- Michelangelo.

"I was in shock over the \$14,000 estimate I received to replace my traditional phone system in my new office. Imagine my surprise when MXO got back to me with a quote of just \$3,000 to replace my entire system with a cloud based solution – that's \$11,000 in savings!

I couldn't be happier with the new system. The quality is better and it has more diverse features than a traditional phone system. The MXO team provided the highest level of professionalism and responsiveness."

- Mike Thiakos
President, DWF Foods

Does this password sound familiar?



You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also

appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **111111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.

Read more tips to improve your password security on our website at www.mxotech.com/2014/05/ways-to-improve-password-security.

COMEDY
EDITION

Innovation Inspiration

I changed my password to **"incorrect"** so whenever I forget what it is, the computer will say **"your password is incorrect."**

- Unknown

DISCLAIMER: MXOtech does not advocate using the password "incorrect" – see article to the left for tips on creating a strong password.

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