

# TECHNOLOGY TIMES

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

## What I Learned From The Shark, Robert Herjavec, About Hyper Growth

by Joanna Sobran



When you start a business, you are entering an uncharted territory. Unfortunately many startups do not make it and go out of business within the first five years. Others go on and generate growth at various levels. So what does it take to have a business that grows 100% or more every year? This

kind of growth doesn't happen doing the status quo. It usually takes a different type of vision and business acumen. So what are they?

I recently had the pleasure to sit down and talk with Robert Herjavec. He runs a security company, but is best known from the hit television show, Shark Tank. The show depicts him as one of five investors who decides whether or not to invest in the company that is pitching their business to the group. Robert is a very smart man and there are a couple of things he said that really stood out to me. I believe they are the reasons he was able to build a company that went from \$440k in revenue its first year to \$220M in revenue in eleven short years.

### Here are the Top 5 Tips I learned from Robert:

**Tip 1: As CEO, growing sales should be your number one job.**

Everything else can be delegated. Don't get sucked into doing other operational things - they're important, but those that can be delegated. As a CEO, your focus should be on building customers. Robert reminded me that sales cures all ills. He also went on to advise that if your company is less than \$5M in revenue, then everyone in the company has a responsibility to sell.

**Tip 2: Most small business owners stay small because risk seems very final.**

People are afraid to take risks as a result. But risks don't have to be final. Taking risks is a must to growing your business. If you are small, you have to do something no one else is doing.

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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?

Be the first to email [brainbuster@mxotech.com](mailto:brainbuster@mxotech.com) with the correct answer to win a \$25 gift card.

**To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?**

- a) Eat a grape
- b) Take a sip of wine
- c) Clap your hands
- d) Light a candle

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*Do you have a funny story or resource to share with other subscribers? Send it to us! We are always looking for new and useful content to add to our newsletter. Submit your content to [kburmeister@mxotech.com](mailto:kburmeister@mxotech.com).*

**Around the Town | Upcoming MXO Events & Recaps**



**Words of Wisdom**

Overcoming adversity in business is not only an essential skill but an opportunity to learn and grow, according to MXOtech President and Founder, Joanna Sobran. Joanna shared some of her tips to achieving entrepreneurial success in a recent interview for **Today's Chicago Woman** with Emilia DiMenco, President and CEO of Women's Business Development Center.

Read about the four entrepreneurial tips Joanna shared with Emilia in **Today's Chicago Woman** at [www.tcwmag.com/4-entrepreneurial-tips](http://www.tcwmag.com/4-entrepreneurial-tips).

**Employee Spotlight**

**Meet Our Support Desk Admin, Linto Moolayil**

Linto is our rock star first responder. He spends his days on the front lines at MXOtech answering incoming phone calls and addressing tech challenges for both internal and external clients. He is always ready to lend an ear and solve computer issues with a smile. Here are some facts to get to know Linto a little better:



**Birthday:** September 17

**Favorite Food:** Mexican

**Favorite Movie:** Fight Club

**Favorite Quote:** "Live as if you were to die tomorrow. Learn as if you were to live forever." – Mahatma Gandhi



**Spreading the Love**

Supporting the community is a top priority for MXOtech. We recently spent an evening at the **Primo Center for Women & Children** providing and serving dinner, followed by cookie decorating arts & crafts with the women and children.

The Primo Center is committed to breaking the cycle of homelessness in families by providing housing and support services to the west side communities of Chicago. Their mission is to empower women & children to become productive, responsible and independent members of their communities.

To donate directly to this organization visit [www.primocenter.org/donate.htm](http://www.primocenter.org/donate.htm).

"Thank you so much for the generosity of your time and resources to create a wonderfully fun evening for our women and children. We had 100% of our mothers and children sign up for this event, when often times only about 85-90% participate."

- Christine, CEO at Primo Center



**MXO Office Expansion & Renovation!**

here  
we  
grow  
again

We spent the last part of 2014 completing an office expansion to accommodate our growing team. During the remodel, we knocked down walls and brought in state-of-the-art technology to help us work faster and more efficiently. Some of the enhancements include monitors to display help desk tickets which feature real time progress and track our service level agreements for faster response time. Check out our new high tech NOC (Networking Communications Center) in the photo on the right. Or better yet, feel free to stop in for a visit and take a look for yourself!



## 8 Ways to Boost Employee Productivity and Morale with Business-Grade File Sync

The rapid adoption of consumer-grade file sync services in the workplace is one of the greatest security risks for businesses today. **Your employees want their critical business files with them wherever they go, including on their personal smartphones, tablets, or even home computers.** Industry analysts have dubbed the trend of personal device use in the workplace as “bring your own device,” or BYOD. Unfortunately, the growth in mobility, BYOD, and the desire to work anywhere creates a number of new challenges for protecting corporate data. Consumer-grade sync services, such as Dropbox or Microsoft OneDrive, empower users to sync their work data and files with their mobile phones and home PCs, but they can be a recipe for disaster from the perspectives of data privacy, security, and compliance.



There is an alternative approach for security conscious organizations. **Savvy and growth-oriented organizations know that you should enable employees to be productive wherever they go, but without compromising the security and control of sensitive corporate data.**

This whitepaper explores how business owners and executives can arm employees with productivity-enhancing file sync technology, while at the same time safeguarding sensitive information. Business-grade file sync solutions put an end to “file anarchy” in the workplace

and allow businesses to implement sensible security policies that prohibit the use of consumer-grade sync services in the workplace. Here’s a short list of ways you can get started boosting morale and making your people more productive with business-grade cloud file sync technology:

1. **Files on the Go.** Nearly everyone has a smartphone and/or a tablet. Business-grade file sync enables users to sync their work and corporate files from their main work PC to remote computers and mobile devices. With all files in sync, users can open, view, email, and share files from their mobile device. With the right apps on their mobile devices, users can even edit conventional productivity files, like MS Word or Excel, on the go.
2. **Work from Anywhere.** Everyone it seems, is struggling with life/work balance. With business-grade file sync, every computer and mobile device stays in sync, and access to important files helps people work from anywhere. Moreover, even when employees are away from their main computers all of their content is available online from the web portal as well.

Visit MXOtech University at [www.mxotech.com/resources/mxotech-university/](http://www.mxotech.com/resources/mxotech-university/) to download the full article and read the complete list.



This technology tip is brought to you by:

**MXOtech University**

Dear MXOtech Team,

We cannot thank you enough! We are so fortunate to have you as our IT company. We had a true disaster and the Disaster Recovery was successful! You are just so wonderful to work with! I appreciate your patience and kind demeanor towards us. Many, many thanks!

Sincerely,

Kathryn Gooss, Matlin & Associates



Matlin & Associates is an attorneys office focused on estate planning, probate, trust administration, and divorce. Their offices are located Northbrook. Learn more at [www.ericmatlin.com](http://www.ericmatlin.com).

*Client Love Letters*

Email MXO at [sales@mxotech.com](mailto:sales@mxotech.com) to request a FREE Disaster Prevention Planning Kit or call us at 312.554.5699 for help creating your customized Backup and Disaster Recovery Plan.

## What I Learned From The Shark...

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### Tip 3: You and your sales people have to have a comfortable relationship with money.

Money is relative. A Ferrari is expensive, but not if you compare it to a Bugatti. Also be comfortable with rejection. In sales, you will get rejected more often than not. During a sales interview, ask the candidate how they feel about rejection. Robert said it was his childhood challenges that drive him for success every minute of everyday.

### Tip 4: Your Unique Selling Proposition (USP) needs to be customized depending on who you are talking to.

I thought this tip was pretty unique. Your USP shouldn't be a standard pitch. It should start with "who" rather than "what".

### Tip 5: Never let anyone know you are having a bad day.

Other people don't care that you are having a bad day. It's all about the other person. Do what is necessary to make others feel happy. Don't tell others about your issues. Share only good news with employees, colleagues and clients. You have to become the source of sunshine for others as they have their own bad day.

Robert Herjavec taught me to think big. He encouraged me to not be fearful of fear itself. Taking risks is not an all or nothing option. People who take big risks also see the big growth in their business. He taught me that it's all about how you make another person feel. People are emotional beings trying to be rational!

INTRODUCING...

**WOW**  
MY PROSPECT by mxotech

Increase your sales closings and go beyond the norm with our new Wow my Prospect service offering.

With **Wow My Prospect** you can send potential prospects an impressive online introduction to your company WITHIN MINUTES of speaking to them for the first time.

This online site is fully customizable with a personal URL for every single prospect. You select what appears on your page – a custom welcome video, intro letter, published book, free reports, testimonials – you name it. The options are limitless!

Send the **Wow my Prospect** link to a prospective client prior to your meeting for a more effective impact than simply sending brochures though the mail or by email.

The impression this will make is amazing! You can even use it for sales or communications with your current clients.

This service is easy to use and low in cost. We've used this tool ourselves with great results and now we're making it available to everyone.

Contact us at  
**312.554.5699** or at  
**sales@mxotech.com**  
to request pricing or a  
link to a demo site.



## Client Spotlight



The American College of  
Osteopathic Emergency Physicians

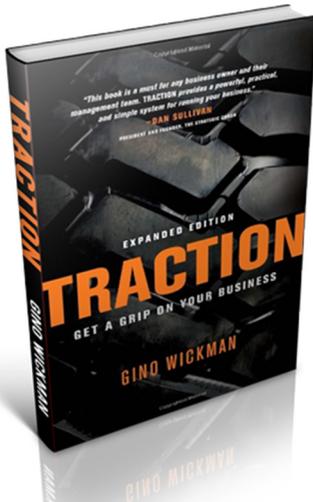
142 East Ontario, Suite 500  
Chicago, Illinois 60611  
312.587.3709

The American College of Osteopathic Emergency Physicians (ACOEP) is a professional organization of emergency medicine physicians. The organization exists to support quality emergency medical care, promote interests of osteopathic emergency physicians, support development and implementation of osteopathic emergency medical education, and advance the philosophy and practice of osteopathic medicine through a system of quality and cost-effective healthcare in a distinct, unified profession.

Learn more at [www.acoep.org](http://www.acoep.org).

# Gaining Traction in 2015

Get a grip on your business with EOS.



MXOtech’s big goal for the year is to implement the EOS described in the book *Traction* by Gino Wickman. EOS, the Entrepreneurial Operating System, is a set of timeless business principles and real-world tools that help Entrepreneurs get what they want from their businesses. By mastering this simple “way of operating,” leadership teams of growth-oriented companies systematically and permanently improve. EOS is a proven system with over 14 years of history and over 11,000 companies are currently using EOS tools. It consistently helps companies achieve more revenue, growth, and profit, and also delivers a better balance of life to company owners and leaders.

We began the process of implementing EOS in 2014 and have already seen great results. If you weren’t jumping up and down from the results you achieved last year and think you may need to kick it up a notch this year, then you’ll want to check out *Traction*.

You’ll learn the secrets of strengthening the six key components of your business. You’ll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment.

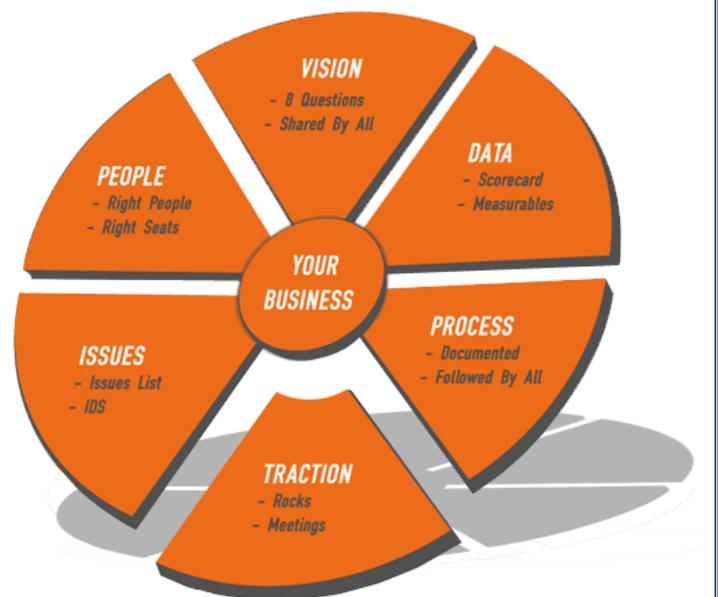
Do you have the pieces in place for a more successful and profitable 2015?

Do you have your vision and quarterly rocks defined?

Are you working with the right team of people to help you achieve your goals?

Some organizations are in critical need of EOS. Others can stand on their own. Do you know where your company lies? Take the Organizational Check Up Survey at [www.eosworldwide.com/dl-tools/organizational-checkup](http://www.eosworldwide.com/dl-tools/organizational-checkup) to learn more about your business’s operating system.

Get a grip on your business in 2015. Purchase a copy of the book *Traction* on Amazon or email Karen at [kburmeister@mxotech.com](mailto:kburmeister@mxotech.com) to request a complimentary copy from MXOtech.



Do you have a grip on your business or does your business have grip on you?

# Is Your Old, Outdated Phone System Causing You More Problems Than It's Worth?



If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.

The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

## Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

1. **Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. **Eliminates expensive technician visits.** These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
3. **FREE voice mail, auto attendant, call processing, automatic call distribution.** New VoIP systems come with all features included. A la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

Read more about why you should consider hosted VoIP, how we've helped other businesses save a bundle, and complete the form for a free consultation at [www.mxotech.com/getvoip](http://www.mxotech.com/getvoip).

## Innovation Inspiration

"Any sufficiently advanced technology is indistinguishable from magic."

– Arthur C. Clarke

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