

What's New

Secret Techniques For Dealing With Late-Paying Clients

If you have a client who's habitually paying you late, it can be incredibly frustrating. But there are a few ways to mitigate the problem and get them back on track.

First, try billing twice per month or upfront instead of monthly. The former option will get them on a firm schedule and prevent getting backed up, while the latter will eliminate the problem altogether.

Also, try getting in touch with a contact in accounts payable. That way you can cut out the middleman and streamline the process.

Finally, make sure to send follow-up e-mails along with any invoice you send out. Pester them enough and they'll get the picture.

September 2018



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

As businesses have become ever more dependent on technology, IT services providers have been popping up left and right. They've all got different strengths, capabilities and price points to consider. Some charge you by the hour and, while available to address any concerns you may have, they are pretty hands-off. Others are working on your network around the clock but charge more in turn. Many may boast an impressive record when working with a broad range of companies, but lack the experience necessary to understand the ins and outs of your specific industry. Some cost way too much month-to-month, while others try the "bargain bin" approach, but as a result, can't afford to field the staff needed to respond to issues in a timely fashion.

There's certainly a lot to consider when looking for an IT services

provider for your business. And if you're not particularly knowledgeable about information technology yourself, it can sometimes feel like you're going into the process blind.

To suss out whether an IT company will mesh with your business's workflow and industry-specific requirements, it's important to vet them thoroughly. The key is to ask the right questions. Here are four that will allow you to zero in on any IT company's priorities and strengths, and help you determine whether they're a good fit for your organization.

1. DO YOU TAKE A PROACTIVE OR 'BREAK-FIX' APPROACH TO IT?

When your car breaks down, you take it to the shop and you get it fixed. The mechanic charges you for the work done and for the parts, and then sends



This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"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!"

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you on your way. Many business owners consider their computer network to be the same kind of deal. Why not just wait until an outage happens and then call up somebody who charges by the hour to fix it? That way, they imagine, they won't be paying for "extra" services they think they don't need.

But unfortunately, unlike your car, when your network is out, you're losing dollars every single minute. The cost of a network outage is difficult to overstate – not only will it bring your business to its knees while it's out, but it'll

“a network outage [will] bring your business to its knees while it's out ... it'll frustrate customers and employees and result in a cascading set of problems.”

frustrate customers and employees and result in a cascading set of problems.

Instead of a “break-fix” technician on hand, you need a managed IT services provider. These experts work directly with your company to optimize your network and its security at every turn, and are available nearly any time to address your concerns. And they're genuinely invested in providing the best service possible, since it's in their best interest as well.

2. WHAT IS YOUR GUARANTEED RESPONSE TIME?

We've all needed something fixed before and had to wait for hours, days or even weeks before anyone bothered to come



by and solve the problem. Don't let that happen to your business. If a company can't guarantee a response time, it's probably not a company you want to be working with.

3. WHAT WILL COST ME EXTRA?

This question is particularly important if you're looking at a managed services provider (which you should be). The last thing you need is for a crisis to strike, only to discover you need to shell out a bunch of surcharges to get your network back up and running. Make sure the costs and services included are crystal clear before you sign anything.

4. HOW MUCH EXPERIENCE DO YOU HAVE?

As scrappy as the “new kid on the block” may be, you don't want them in charge of one of the most important aspects of your business. Make sure any IT professionals you do business with have extensive experience not only in IT, but in your particular industry as well. That way they'll know exactly what to do to optimize processes and keep your data under lock and key.

Free Report: The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Shiny New Gadget Of The Month:



Is This The Best Bag For Frequent Flyers?

If you're constantly travelling around the country for business, you need a piece of luggage that's essentially indestructible, and hopefully one that you can carry on any flight you need, saving on costs and precious minutes wasted at the luggage turnstile. Luckily, with the Victorinox Lexicon Hardside Frequent Flyer 8-Wheel bag, you may have a contender that checks all your boxes. With a sleek, ergonomic, compact design, it offers plenty of volume without being bulky, along with a slick eight-wheel design that makes scooting around the ticket lines easier than ever. And for those of us living in the 21st century, there's a dedicated pocket for a battery pack, enabling you to attach a USB charging cord directly to your bag for when you need a little extra juice.

The Power Of Connection



Relationships are powerful. They help you differentiate your product or service, create brand loyalty, and set you apart from your competitors who are not willing to invest in building relationships.

Any savvy company will encourage its employees to build better relationships with customers. I myself teach the basics of relationship building in business, and have written about the process in my books, particularly *The Fred Factor*.

But you don't always have time to build a lasting relationship. Sometimes dealing with customers or clients only takes a few minutes and you have little to no contact with them later on. You don't have the time to build a "relationship," nor should you try.

But neither should you interact passively.

There is something between a transaction and a relationship that will benefit both the customer and your business. The goal is to create a connection, which I define as a moment of shared affinity.

At a hotel in Miami, a bellhop who came to pick up a dry-cleaning order noticed I was wearing a Harley-Davidson T-shirt. "Do you ride?" he asked. That started a brief

conversation about our shared interest in motorcycles. I saw him several times throughout my stay and felt a connection based on that brief exchange. We weren't friends by any definition, but the connection was still a positive part of my stay.

Transactions can be straightforward, but they often feel sterile. Looking for shared interests, indulging in appropriate humor, or simply noticing and commenting on another person is all it takes to add texture to the interaction and turn it into a genuine connection.

But how do you make these connections stronger?

1. Pay attention. Notice more about the person with whom you're interacting.
2. Look for similarities and points of contact.
3. Comment on what you find interesting.
4. Compliment on what you find praiseworthy.

Connecting in this way makes you more human and makes your business less sterile. Connecting with another person, even briefly, is always superior to simply completing a transaction.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the best-selling author of the books *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books; his video series, "Team Building: How to Motivate and Manage People"; or his website, marksanborn.com, to learn more.

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*

Ricigliano & Filopei P.C. NEW LOCATION

RICIGLIANO & FILOPEI, P.C.
COUNSELORS AT LAW

We were happy to help our valued clients over at Ricigliano & Filopei, P.C. get settled into their beautiful new office space in Midtown Manhattan. They were very impressed by our team with how we were able to seamlessly transition all their technology equipment and services to their new space with no downtime and were up and running the same day they moved in! We are pleased to see how our disruption-free technology services has enabled their attorney's and staff to work more efficiently and has allowed them to focus solely on representing their clients and expanding their practice.

Ricigliano & Filopei, P.C. are personal injury attorneys and their reputation for being tough trial attorneys is well known in the legal community. Their practice areas include traumatic brain injury, catastrophic injuries, construction accidents, motor vehicle accidents, slip and fall accidents, medical malpractice, products liability and nursing home abuse neglect. Their firm has a deep understanding of this area of law which enables them to create real advantages for their clients. They currently have office locations in Paterson, NJ, Manhattan, and the Bronx. If you would like more information about their firm and would like to schedule a free consultation go to

www.rfinjurylaw.com

TRTG featured by leading Backup Provider

We were honored to be asked by Datto, our preferred back up vendor, to participate in a very special video testimonial. The video will showcase the great success we have had using their SaaS data Protection product

with our clients. Datto's SaaS protection has been the perfect complement to our services. Many of our clients are in the financial services and legal sectors, so the ability to maintain backups and review content from employee mailboxes is crucial from a compliance standpoint.

Adopting Datto's Saas Protection has paid off for us in many instances. As shown in the video testimonial, one of our attorney clients required data from a deleted email account. Our team was able to easily restore the relevant emails to solve the issue.



Our client was more than thrilled to realize that although they had a deleted the account, we could still go back and grab that data they needed.

People tend to think that if their data is already offsite, they do not need to backup. However, office 365 does not have unlimited archiving abilities. Many IT companies just assume that because their data is in the cloud already, that it's protected. Therefore, it is important to look and really understand those capabilities.

To view the video click here <https://datto.wistia.com/medias/o0cahpfdbg>

TRTG Work Anniversaries



Nancy Kalanta- 4 years, August 15th

Kristyn Matelski – 1 year, August 1st

CUSTOMER GOLD STAR ALERT!



Dino stayed on the phone with me for over an hour. He patiently and pleasantly attended to the Microsoft Office license issue. He deserves a medal or an extra paid day off.

Sharon, Marks & Klein LLP

two riverTM
TECHNOLOGY GROUP

