

# The VerTECH Chronicle

## What's New

### Safe Calling via Teams

Over the past month our team has been testing calls in Microsoft Teams – Verdict you ask? - Yes Please!

Collaborative communication has moved to Teams and maybe it's time to remove another external function by enabling your Teams call option.

With Teams call you can:

- \* Make or answer a call from anywhere
- \* Turn a chat into a call
- \* Make a call from your call history, speed dial, voicemail, or contacts
- \* Use the dial pad
- \* Place a call on hold
- \* Transfer a call
- \* Consult then transfer
- \* Add a delegate
- \* Share a line with a delegate
- \* Review you call history
- \* Access your voicemail

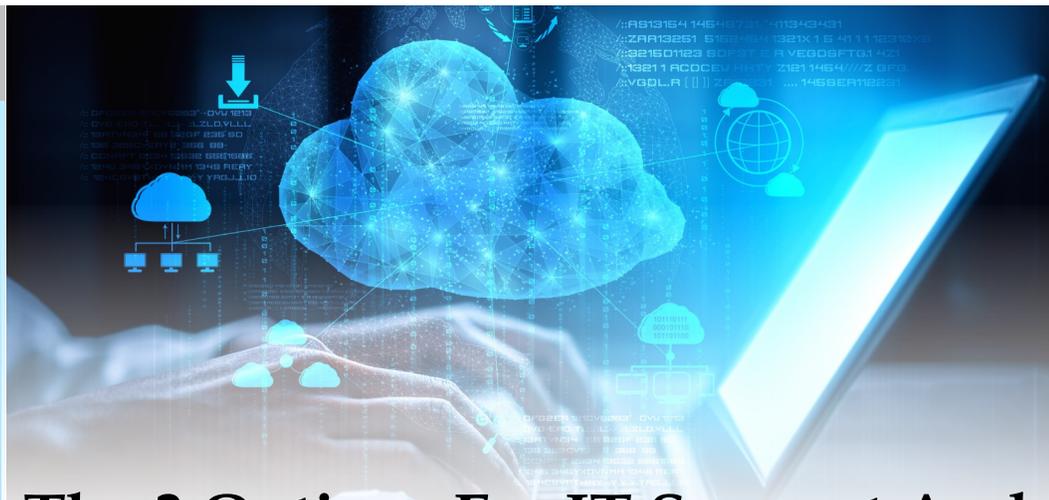
Reach out to us on [sales@vertech.co.nz](mailto:sales@vertech.co.nz) for a demonstration.

## March 2022

Our Mission:

We support and protect the dynamic owners of growing businesses allowing them to scale by providing Stable, Secure and Scalable IT Services & Solutions.

We aim to be the first choice as a Trusted IT Partner for these businesses on the North Shore & Auckland



## The 3 Options For IT Support And How To Choose The One That Fits Your Business

If you're a business owner or planning to open a new business, chances are you have looked into IT support options. For those unfamiliar with the world of IT support, it can be confusing trying to figure out which option is best for your business. You might be interested in the most cost-efficient option but worry that it won't offer enough support. Maybe you have looked at more extensive options and wondered what is truly necessary for your company's needs.

It can be problematic to look at cost alone to decide which option is best for you. When determining IT needs, there are three predominant options – that all come with different benefits and drawbacks – to consider before factoring in the cost of the company.

### Time And Materials

Those in the industry who use the time-and-materials option are often referred to as "break-fix services." This

essentially means that you pay an agreed-upon hourly rate for a technician to "fix" a problem when something "breaks." Many people like this option because it is the most straightforward and simple way to pay for IT assistance, but it often doesn't work in your favor and can even lead you to pay more for basic services.

The only time that I would recommend the time-and-materials approach is if you already have a competent IT person or team proactively managing your IT and you need additional support for a problem that your current IT team doesn't have the expertise to handle. Under the break-fix model, you'll find a fundamental conflict of interest between you and your IT firm. The IT company has no immediate need to stabilize your network because they are getting paid hourly. Computer

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Get More Free Tips, Tools and Services At Our Website: <https://www.vertech.co.nz/>

Phone: 09 972 0367 | Email: [sales@vertech.co.nz](mailto:sales@vertech.co.nz)



## Client Spotlight

### Primecare Dental has a New Practice!

We are excited to announce our client Primecare Dental has recently opened up their 4th location in 25 Coronation Street, Mangere Bridge 2022

Primecare specializes in Cosmetic and General dentistry and is dedicated to helping you achieve that ideal smile.

For more information and to make a booking, go to [primecaredental.co.nz](https://primecaredental.co.nz)



# Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with instant success. Instead, nobody bought the book on its initial release day. I felt defeated like most would be in this situation. I quickly questioned my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market it. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I truly believe that the three main steps from this book can help any company's marketing strategy be more engaging and effective.

The first thing you need to do is differentiate your business from its competitors. Strong word-of-mouth marketing is incredibly difficult to achieve

and can lead to failure. Instead, you should get out there and use your marketing tools to ensure that people know just how great your business is. Use your talents to stand out from the crowd. Consumers will surely take notice of your brand if you appear to be more knowledgeable or even funnier than the competition.

After you get your consumers' attention, you need to offer engagement opportunities. Give your campaign an authoritative, trustful or socially significant approach so they feel comfortable using your business.

Lastly, you need to be direct. Tell them what to do after getting their attention. Develop a call to action so customers and ideal prospects will take the next step. You can also measure the results and see how effective your marketing truly is when you pick a specific action.

Proper marketing can be very difficult to achieve, but with the right strategy, you will be on the road to business success.



*Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.*

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## ■ You Are The Heart Of Your Business. Do You REALLY Know What That Means?

As a business owner, you're the true heart of your business.

Though this may sound egotistical, there is some truth behind the expression. In a way, your business is an extension of yourself, which also means that your business cannot be something that you personally are not. So many people say, "I want to make the best product and get rich from it," but instead they should be focusing on the why instead of the want. Much better questions to ask when deciding what direction to take your business are "Why do I want to be rich?" and "Why is this the product to make it so?"

If you want to see greater success in your business, treat it as an extension of yourself. If things get too muddled, take some time and reflect on what really matters to you. This will help you realign

your business and make sure that you're focused on the things that truly matter.

## ■ Generating Buzz Can Be Harder Than You Think

It's hard to argue that there's anything more powerful in the world of marketing than word of mouth. A report from Nielson found that people trust consumer reviews 66% of the time and recommendations from people they know 83% of the time, while fewer than half of the respondents showed trust in advertisements found on social media. Word-of-mouth marketing can be difficult to obtain, but with these three tips, your business will be the talk of the town before you know it.

- **Master Your Field:** Always aim for the highest level of customer service and become knowledgeable about the product or service you're

selling. If you wow your customers, they will probably tell friends about your business.

- **Inform Others Of Your Business Mission:** It's important that your business has a mission statement that the company works to maintain, but you should also be sharing that mission with all of your customers so they can buy in.
- **Be Authentic And Charismatic:** Be real with your customers and share your values with them. Find out what makes you and your business unique and find new ways to express that uniqueness.

## ■ Building Trust In The Remote Economy

The pandemic saw a huge shift in people working remotely. Before the pandemic, only 6% of the workforce worked remotely, but those numbers soared to 54% in May 2020. The shift has been difficult for many employers, but there are things you can do to make remote work easier for you and your employees. Offer flexibility that better fits their needs, find ways to build trust, limit restrictions and listen to what your employees are saying. To build a more appreciative and joyous remote culture, make the job more about your employees' needs and less about what you want.



SHANNON  
WHEELER

*"Have you tried turning it off and on again?"*

# SHE'LL BE RIGHT (NOT!)



**A CYBERSECURITY GUIDE  
FOR KIWI BUSINESS OWNERS**

**DANIEL WATSON**

**[vertech.co.nz/book](http://vertech.co.nz/book)**

**ALL PROCEEDS TO GO TO**



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## WHY YOU NEED TO READ THIS BOOK

- ✓ Prevent cyberattacks
- ✓ Improve your business performance
- ✓ Build your staff into your defence systems
- ✓ Get the right antivirus for you
- ✓ Manage your passwords
- ✓ Prevent internal fraud
- ✓ How to build a disaster recovery plan
- ✓ Ask the right questions

