



COMMON KNOWLEDGE TECHNOLOGY TIMES

What's New

Well, you might ask yourself, what isn't new?! We find ourselves working from different places, asking a lot of questions and not really sure what the answers might be.

CKT is working hard to keep the lines of communication open in different ways. Please don't hesitate to call, email, chat and even set up video conferences with us. We miss seeing our clients!

What's been amazing to see is how our community has come together to support one another. We love hearing stories of our clients thinking creatively and helping others.

Let's keep up the good work!

April 2020



This monthly publication provided courtesy of Peter Horewitch, President of Common Knowledge Technology.

Our Mission:

By making technology management simple, our clients can achieve more, have peace of mind, and understand the value of IT in their business.



5 Steps To Rise Above The Fear Of COVID-19 And Focus On Growing Your Business

In a matter of just a few short weeks, we have gone from living how we've always lived to changing just about everything we do. Schools are out for weeks if not months. Cruises have stopped sailing, and air transportation may be next. Bars and restaurants are closing, sporting events are nonexistent and so many people are now unemployed. If you watch the news or follow social media and see the number of infected keep rising, you can't help but wonder when (or if) life will return to normal.

As a result of these unprecedented life changes in such a short amount of time, so many people today are frozen in fear. They don't know what they can do and what they can't do. They're numb, fearful and questioning everything.

I believe that the accomplished and determined business owners in our world are facing a unique brand of fears: Will I lose sales and revenue due

to the coronavirus? What if I have to lay people off? How can I keep my team and keep them working hard? How will I continue to provide for my family? How long will this last?

Here are five steps you can start taking now to stop being frozen in fear and move forward with your business, your family and living your life.

Step #1: Communicate Often.

You should make an effort to constantly communicate with all of your stakeholders. From your employees to your customers to your partners and vendors, stay in communication with them to share how your business is doing and how you can continue to serve them.

While in-person visits may not be ideal at this time, you can always resort to the good ol' phone, e-mail, videos or webinars. You can bet that if your

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customers aren't hearing from you, they are hearing from your competitors.

Step #2: Be a Valuable Resource.

While money is always important, now is the time to be a trusted resource and friend to your clients and prospects. People today need bold solutions. If you're actively bringing solutions to your clients, you become a valuable resource. If they're simply writing a check and never hearing from you – especially in today's environment – you'll be first on the chopping block when they have to cut expenses.

Step #3: Lean on People.

It's ironic that the one time we need people more than ever before, we are supposed to socially distance ourselves and stay in our homes. Through video conferencing and web conferencing, work together with your team, your partners and your Accountability Groups to lean on one another. Because nobody has gone through anything like this before, nobody has all the answers. But as a collective group, you will find most every answer you need.

Step #4: Be MORE Than a Businessperson.

They may be your employees, your colleagues and your clients. But they are PEOPLE first. And just about everyone you interact with in your business world has endless stresses when the workday is done. Their kids are home from school

all day getting into who knows what. They're worried about going to the supermarket and if there will be meat and toilet paper. They're concerned about keeping themselves and their family healthy.

When your clients and prospects start to see you not just as a vendor, but as a friend and someone who truly cares, that's when they want to do business with you for life.

Step #5: Be Informed But Not Obsessed.

People were glued to their TVs for weeks after 9/11. As a result, although they were informed, they were also more stressed, depressed and fearful. Don't do that to yourself. Yes, it's prudent to know how to "flatten the curve" and protect your family, but watching too much news or social media right now can dominate your thinking and actions. That can negatively impact your business.

During this otherworldly pandemic, it's good to have a little fear. To keep us safe. To keep us making good decisions. However, if you want to ensure your business is stable and growing, to help your family cope and get through this, you should take these steps to rise above the fear.

If you need immediate IT support or if you need help in setting your business up so your employees can work remotely from home, contact us today.

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Product Spotlight: Electronic Signature Solutions

Many companies are currently looking for more efficient ways to get business done. One helpful tool is an e-signature solution. Common Knowledge is happy to offer two solutions that fit this need: DocuSign and Adobe Sign. Both of these will aid in the following:

- Work from anywhere – send agreements from any device, websites and even through application integrations.
- Close business faster – receive automated notifications for faster follow up. Signature process can take less than 15 min.
- Be more efficient – eliminates missing information from manual tasks.
- Stay secure – both solutions follow industry standards and signatures are legally binding.

If interested, contact Karri Pogorelec for a quote: kpogorelec@ck-tek.com or (303) 226-9063

Shiny New Gadget Of The Month:



Logitech C920S Webcam with Privacy Shutter

YOU SET THE MOOD, C920S ADJUSTS THE LIGHT

Record in moody dim light or full direct light. Built-in HD autofocus and light correction fine tunes the video to the conditions. You get a razor-sharp and high-def picture every time.

RECORD IN FULL HD 1080P

Chat and record vibrant, true-to-life video. The glass lens and full HD 1080p at 30fps capture every detail and bright, natural colors. The 78-degree field of view can frame up to two people at once.

ALL-IN-ONE CONTENT CREATION WITH CAPTURE

With Logitech Capture, you can start recording high-quality video content the second you plug in your new webcam. It enables you to customize recordings, adjust your camera settings, and even create vertical video all with one intuitive interface.

CHAT IN FULL STEREO

Two integrated mics capture audio from every angle, so your voice always sounds natural and clear.

Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole, never to be answered. Not only do I answer,



but I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next E-Myth!” For more information, visit MikeMichalowicz.com.

■ Ready To Transform Your Business With Technology? Follow These 5 Truths...

Investing In Tech Is A Must.

Investing in your own IT infrastructure is critical, but you get what you pay for. Go cheap, and you'll expect to buy again. Go quality, and you'll be more pleased with the results.

It's Not Easy. Shifting a business mindset from analog to digital is hard, especially if you've been doing things one way for a long time. When you prepare yourself and your team for a challenge, you'll be able to better meet that challenge.

It's Fast-Paced. Tech moves fast. You see buzzwords everywhere – "5G" or

"blockchain" – and it can be confusing. You may feel pressure to keep up, but don't jump in without a plan. Do research and make changes that truly apply to your business.

Cyber Security Is Essential.

Stay up to date on security trends and solutions. Remember that cybercriminals target small business, but when you stay ahead of the curve on IT security, you stay ahead of the bad guys.

Leadership Is As Important

As Ever. Technology is only as good as the people who use it. As you learn about new tech or invest in it for your business, make sure your team is learning too. Understand how your customers use technology

and be willing to learn and adapt to them. *Inc.*, July. 30, 2019.

■ Do These 4 Things To Improve Your Business

Read. There are always new things to learn or perspectives to gain. The top entrepreneurs in the world read every single day. Read books, blogs, articles, anything – but always be reading.

Listen To Podcasts. Podcasts are more popular than ever, and there is a podcast for just about every topic. This is a great way to hear from industry leaders on issues that are affecting them and may be affecting you.

Continue Your Education.

How can you improve yourself? Take a class or a seminar! Keep your skills and knowledge base sharp by incorporating continuing education into your year.

Be Open-Minded. Be willing to give and receive feedback and critique on how you work, manage or anything else you want to improve on. The more open-minded you are, the more comfortable your team will be in giving you feedback – and the better you will be at applying it. *Small Business Trends*, Dec. 30, 2019.

Who Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card.

The size of the computer's memory is measured by the number of:

- A) Memory Space
- B) Bytes
- C) RAM
- D) ROM

Email right now with your answer!
Send to: sgolinski@ck-tek.com