

What's New

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datto



Datto Cloud Continuity is our latest solution we offer for clients that need to protect data on vital PC's on their network. Do you have a computer that is vital to your operations? Ask us how we can provide true data continuity at a very reasonable price.

This monthly publication is provided courtesy of Chris Kane president and founder of HALIFAXtec.



Providing the best solutions to make sure your technology is safe and running smoothly. We're your one-stop-shop for IT Service and Support. We make technology work for you, instead of you working on your technology!



Give Your Business The Protection It Needs With Cyber Insurance

Being at risk for cyber-attacks is a growing concern among small-business owners. Cybercriminals often target small businesses because they hold sensitive information and have weaker security infrastructures than larger businesses. For this reason and more, it should be no surprise that 88% of small-business owners feel vulnerable to a cyber-attack, according to a recent survey conducted by the U.S. Small Business Administration.

To protect your business and your customers, you must implement strong cyber security practices in your business. You need to run your employees through annual cyber security training so they know the newest cyberthreats and how to avoid putting the company at risk. You should also utilize a firewall, back up your data on all computers, secure your WiFi networks and ensure your entire team understands the importance of strong passwords.

To give your business an extra layer of protection, though, you can get cyber insurance coverage.

Cyber insurance, often called cyber liability insurance, covers the damage your business suffers if you're the victim of a cyber-attack or data breach. Here are a few areas where having cyber insurance can help.

Ransomware Attacks

Imagine that a cybercriminal gains access to sensitive information, such as your employees' Social Security numbers or your customers' credit card numbers. You know the release of this information could cause irreparable harm to your business, and you're willing to pay whatever it costs to prevent this from happening. This is the goal of ransomware attacks. Hackers threaten to publish sensitive information or lock you out of vital programs if you don't pay them. Cyber insurance will help you pay the ransom.

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Customer Outreach

If sensitive customer information gets stolen from your business, you have a legal obligation to inform your customers. The average cost of notifying customers of a breach and other post-breach responses is \$1.72 million, according to the Ponemon Institute Cost of Data Breach Study. That's a cost most small businesses cannot afford, but cyber insurance will help cover it.

Data Recovery

If your business becomes the victim of a data breach, you're going to want to get that information back. Your policy can protect you and your employees from identity theft, as your insurance provider may pay for identity recovery services. These are invaluable services, since data and identity recovery can take years to handle on your own.

Cyber insurance can also help cover the costs of customer and employee lawsuits after a data breach, lost income due to network outages and even regulatory fines. Most cyber insurance policies come with exclusions to which you need to pay attention. Your policy will probably not cover attacks that happened before your coverage started, future profits affected by a data breach or the loss of valuation after a cyber-attack.

"Cyber insurance providers like to provide coverage to businesses that are proactive with cyber security practices."

But how do you get cyber insurance for your company? You have to meet certain qualifications to get a policy, due to the rise in cyber-attacks and cyber security awareness. Every cyber insurance provider will look at the strength of your network security before considering your business for coverage. If your network is weak and at a high risk of being targeted, they are not going to take a chance on you.

If your business is within an industry that requires cyber security compliance, make sure you're compliant. If you're not, cyber insurance providers won't even give your business a second thought before rejecting your application for coverage. This shouldn't be an issue, as most businesses stay compliant, but double-check your requirements to ensure all your bases are covered.

If you're considering cyber insurance but are worried about the cost, you can do a few things to make it more affordable. Cyber insurance providers like to provide coverage to businesses that are proactive with cyber security practices. Implementing an incident response plan will show providers your business has procedures in place to handle emergencies if they arise. Researching all third parties you work with and showing they have strong cyber security practices will also benefit you.

Cyber insurance can be an incredibly beneficial cyber security element to add to your business. As new cyber-attacks and threats continue to develop, it's essential to get all of the protection you possibly can.

Free Report Download:

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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Referrals

Referrals are an excellent way to bring in new customers. Customers referred to your business are more likely to convert faster, spend more and stay with your company longer.

One of the most efficient referral strategies for small businesses is utilizing a referral partner. A referral partner is another business that serves the same customer you do.

These businesses have already found your future client, provided them with a service and built trust. To implement this strategy in your business, find a company you want to partner with and refer customers to them first. They will be grateful and return the favor, helping both of your businesses grow.



The Funny Pages



"I think these, 'take your kid to work' days are just a ploy to get free tech support."

CartoonStock.com

Close Any Deal With This 3-Step Approach

It's one thing to help a client identify a problem, but it's another to help them solve it. You'll need to convince clients to accept your expertise to solve their problems. Many intelligent people struggle with closing deals, so I devised the following three strategies to help anyone become a better closer.

Summarize The *Underlying* Need
I once went into the office of a greatly admired billionaire CEO with a colleague. He had been asked to come strategize for 90 minutes on how to identify and solve the CEO's top leadership problems. The CEO talked about scary changes in his industry while laying out his heart about his team and their strategies. When he stopped talking, my colleague was presented with the perfect opportunity to summarize the client's underlying need. Instead, he directly asked the CEO what he thought the next steps should be. The CEO was unamused and said, "Well, I don't know. I was hoping you might tell me."

My colleague should have taken a moment before responding to analyze the emotion behind what was just told to him. Once the client realizes you understand their situation, they're more likely to listen to your plan of action.

Say What You Plan To Do
Smart people worry about putting themselves out there by offering a plan. They fear that another smart person is

going to disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offer a specific plan. But being vague doesn't help leaders solve their biggest problems. You must have the courage

to propose a plan. The key is to be as specific as possible. Break down your ideas and lay them all out. If the client has concerns about any areas, you can address them, but they'll be happy to see the wheels are turning in your mind as you come up with solutions to their problems.

Ask If They Want Your Help
So many smart people get a gag reflex when it comes time to ask for the sale. They think selling is evil. They don't view themselves as salespeople. And besides, if a client realizes how great a consultant is, they will ask for the sale themselves, won't they? But business doesn't happen that way. The client wants to know you want to help. It's *their* insecurity that often holds the client back from closing themselves. That's why you have to do it. And don't view it as selling - view it as an offering of help. Don't you think it's nice to offer to help somebody accomplish something important to them?



Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

■ Keep Your Customers Happy By Avoiding These 3 Selling Strategies

You've probably been on the receiving end of some poor sales strategies without even realizing it. For example, a salesperson said something that rubbed you the wrong way, sending you out through their doors and into the arms of a competitor. While it might have been a frustrating experience for you then, it's much worse if you or your sales team use these tactics in your business.

You want your customers to enjoy working with you, so you and your sales team must utilize strong sales strategies. Here are three selling tactics you want to avoid at all costs.

Not Addressing The Customer's Primary Problem: Customers rarely walk into a place of business on a whim anymore. They usually have a very specific problem they need help

to solve. Fully listen to their concerns and provide a solution to their problem. Do not push your products or services down the customer's throat if they have nothing to do with their dilemma.

Overpromising And Underdelivering: Some salespeople think the key to boosting sales numbers is to promise their customers the world, even if what they're promising is impossible. If you fail to deliver on your promise, you're essentially lying to your customers, which destroys their trust in your business.

Arguing With Customers: You may know your product or service better than your customers, but that doesn't mean you should combat them if they have concerns or unrealistic expectations. Stay silent and ask questions about what they need. The second you start arguing with them, you've lost the sale.

■ How To Make A Positive Experience For Unhappy Customers

When a customer is upset with your business or team, you may think there's no way to sway their opinion. This couldn't be further from the truth. You have the power to please and change the views of unhappy customers. By utilizing the following strategies, you'll know how to handle displeased customers and maybe even turn them into lifelong clients.

Listen To Them. Your customer's complaint likely has nothing to do with you personally, but how you respond to them can make or break their lifetime value. Be empathetic and listen to what they say.

Be A Creative Problem-Solver. After you hear the concerns or complaints from your clients, ask yourself if their problem is solvable. In most cases, it is, but it will require some brainstorming. Think outside of the box and deliver exceptional service, and you'll gain a customer for life.

Work Efficiently To Solve The Problem. When you get a complaint from a customer, don't sit on it. They want an immediate solution or response, so take a minute to think and come up with a solution that works for everyone.

Customer Spotlight

We are proud to welcome our newest client, MT-Propeller USA. They design and manufacture aircraft propellers and are top innovators in that field. Their US based location is in DeLand, FL at the airport. Their dedication to quality for such a vital part of aviation makes us proud to be partnered up with them. We are eager to move forward with continuous improvement and the best service for their IT infrastructure!

