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BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Thomas Hill, President & Founder

"We are committed to giving our best everyday to business owners who depend on us to ensure their technology is the power tool they need to move their business forward!"

2019 Happy New Year

TRIVIA

CONGRATULATIONS

Butch Inman of
DOTT BAKER INSURANCE

who knew that the legendary hacker was Kevin Mitnick. It is hard to know what to believe about this guy. We got to hear him speak at the same conference as Mr. Herjavec and it was fascinating and terrifying at the same time!

The Top 3 Things I Learned From Shark Tank's Robert Herjavec
For Growing A Business From Scratch To Multimillion-Dollars

Robert Herjavec was born poor in former Yugoslavia in the midst of a widespread communist reform that left little room for dissidents. He might have stayed there forever except for the fact that his father was one of these dissidents – and a vocal one at that. So much so, in fact, that he was thrown into jail 22 times for speaking out against the government. After the final time, Herjavec's father gathered his things, his children and his wife and crossed the border into Italy. From there, he got on a boat and, like millions of immigrants just like him, made his way across the Atlantic Ocean to Canada.

But that's not what Robert Herjavec, one of the famous investors on ABC's *Shark Tank*, is known for. He's more known for building companies out of nothing, including the massive IT security firm Herjavec Group, and turning them into

multimillion-dollar successes. Watching him from the audience at a recent conference event, I was struck not only by his eagerness to share all he's learned in the industry, but by his humility. I suppose when you're the living embodiment of a rags-to-riches story, you gain an appreciation for exactly what it takes to realize your vision for a successful business.

Herjavec had a lot to say during his talk, but there were three points in particular that stood out for me.

1. IT ALL COMES DOWN TO SALES

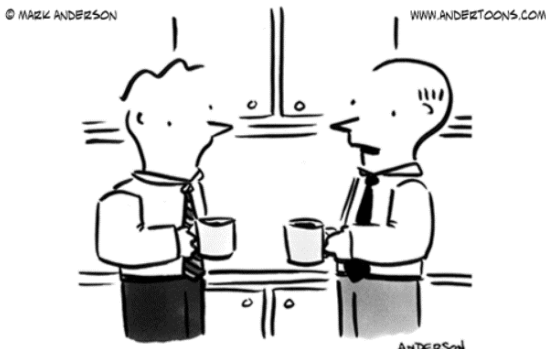The one thing that Herjavec really wanted to hammer home with each and every one of us is the importance of sales.

"Nothing happens until you sell something," he told us. "What's the difference between really big companies that grow and really small companies that stay the same size? Sales."

Over the years, Herjavec has bought and sold 13 companies, and he's learned the best approach to suss out whether a potential buy is worth it or not. One of the questions he always asks is, "How do you guys get customers? How do you guys find new business? And if the answer is anything along the lines of 'word of mouth,' I know these guys aren't going anywhere." The fact is that word of mouth is hard to control and almost impossible to scale. To truly drive the growth of your company, he says, you can't think of sales as "a foreign object that controls what you do." You have to see it for what it is – "an extension of what you do."

> **"If one of your top three tasks every day isn't 'Sell something,' you're going to fail."**

2. NO, REALLY – IT ALL COMES DOWN TO SALES EVERY DAY

"Nobody in this room makes money for shuffling paper," Herjavec said. "If one of your top three tasks every day isn't 'Sell something,' you're going to fail." The only way to create "constant forward momentum" is by bringing in new revenue, and the only way to do that is to sell.

3. YOU CAN'T BE AFRAID TO SELL

We all know that people in any industry are always worried about overloading themselves. "We're struggling to serve the customers we have already," they say. "What happens if we really do bring in a bunch of new ones?"

This line of thinking will get you nowhere. "It's a common fallacy," Herjavec said. "Engineers want to make it perfect before they sell it. True entrepreneurs jump out of the airplane and have the confidence that they'll figure out the parachute on the way to the bottom."

The key is to find your niche. Sales takes a long time to learn – years and years of trial and error. But if you can "figure out who you're selling to," as he put it, you're already far ahead of your competition. Find the factor that differentiates you from the sea of similar companies, leverage your strengths and sell until you drop. That's the path to success and, as hard as it is, there isn't any other. Go on *Shark Tank* sometime and Robert Herjavec will be the first to tell you.

9 Things To Purge From Your Life Right Now

Some things are just wasteful to keep. They waste space and your energy it takes to manage them.

Here are 9 Suggestions for things to PURGE right now:

1 Old plastic containers. Warped from the microwave. Discolored. No lids. You hate them. They're everywhere. WHY?! Pitch them.

2 Scratched non-stick cookware. They are not safe to use, they got to go.

3 Old sneakers. When they get old, they break down. Be kind to your feet and toss them. No one wants them, just toss them.

4 Paperbacks & Magazines. This can be hard for book lovers but recycle them or give them away. But get rid of them.

5 Bottles, Jars, and Cans. Do that cute Pinterest Craft or give them to someone who will. They will collect again soon enough.

6 Old cosmetics. Not even you use that broken up stuff. Pitch it.

7 Creams and lotions. If they are old and smell weird, trash them.

8 Old cleaning tools. Use one last time if it makes you feel better.

9 Random socks. We all have them. Use them to deep clean, then toss them in the trash.

"I'd say take it up with management, but that's me, so just ignore it."

Snow Global Warming

Using Google's Family Link To Set Parental Controls on a Smartphone

Smartphones have the potential to open up a vast world of bad content for young children, but Google has provided a free and easy way to help reduce this risk on Android smartphones, according to Consumer Reports. Using Google's Family Link app, parents will be able to limit the screen time of their children, set up limited access to apps and other content, and protect the privacy of the user. Once the free app has been downloaded and installed, navigate to the screen time settings to set a total amount of time each day that the phone can be used. Another feature is to specify a period, such as bedtime till morning, that the phone can't be used at all to prevent kids from staying up too late and not getting enough rest. You may also use the app to take advantage of one of the Android operating system's most powerful features - multiple user accounts. A parent can set up a separate account, still linked to theirs, that the child can use on their own phone that has some parental controls set up by default. Parents can then remotely monitor activity through a dashboard as well as get email alerts and require approval for new app installs. Privacy is essential for children, and the app will also allow parents to disable the sharing of photos and limit Google's ability to keep information about web searches and other activities.

5 Sneaky Tricks Cybercriminals Use To Hack Your Network

1. PHISHING. Woe to you and your business if you haven't heard of this one yet. By using an email, chat, web ad or website impersonating a legitimate organization, hackers get members of your team to click and install malware.

2. BAITING. Baiting uses an enticing item to lure employees into giving up personal data, such as a music or movie download or a mysterious flash drive left around the office.

3. QUID PRO QUO. It's like baiting, except that hackers offer a service instead of an item in return for private data.

4. PRETEXTING. This is a type of phishing in which a hacker poses as a respected colleague or member of your organization in order to boost private data.

5. TAILGATING. It occurs when an unauthorized person physically follows your employees into restricted areas.
SmallBizTrends.com, 9/20/2018

This Month's

TRIVIA

Here is your next chance to WIN!

What six-letter word, when capitalized refers to a European country and language but when not capitalized, means to make smooth or shiny?

Email your answer to
RHill@ComputerDepotOnline.com

Books We Loved in 2018
Do you read? Not talking about flipping through a 22 Words on Facebook. If you want to stay at the top of your game, you must give attention to self-improvement and continued education. Carefully chosen literature can make you more interesting and informed. We like exploring new ideas and we particularly enjoy biographies and histories because they teach critical life lessons without us having to actually experience the challenges. Bonus! That said, here are some of our favorite reads from 2018. Most of these have been around awhile because we rarely buy new, so you should be able to find these used or borrow them from your local public library. We highly recommend each of these. Even if you are not a "reader, " you will enjoy

Thomas's Top Picks
Endurance: Shackleton's Incredible Voyage by Alfred Lansing

A Man Called Ove by Fredrik Backman

Never Split The Difference by Chris Voss

Rebekah's Top Picks
Unbroken by Laura Hillenbrand

Eat That Frog by Brian Tracy

The 21 Irrefutable Laws of Leadership by John Maxwell

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COMPUTER DEPOT BUSINESS SOLUTIONS - WE ARE BIG TECHNOLOGY FOR YOUR GLICH-FREE SMALL BUSINESS

Don't Wait 191 Days To Realize There's Been A Data Breach — By Then, It's Too Late

According to a 2017 report by research firm Ponemon, it takes an average of 191 days for a company to realize it's been compromised by a data breach. This number should scare anyone. The longer you take to recognize and respond to a breach, the more criminals can steal and the bigger the damage becomes. What's more, your delayed reaction will leave you fewer options to mitigate the disaster. To survive, you need to stay on top of your cyber security with a team of dedicated professionals keeping tabs on attacks, strengthening your barriers and responding within hours, not days, if the worst ever happens.

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