



TECHLORE

“Insider Tips to Make Your Business Run Faster, Easier and More Profitable”

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“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!”
- Jim Stackhouse
NeoLore Networks Inc.

The Top 3 Things I Learned from Shark Tank's Robert Herjavec for Growing a Business from Scratch to Multi-Million-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.”

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.



Shiny New Gadget Of The Month:

Blink

Wireless Home Security System

The Blink Wireless Home Security System is the perfect gift for those that want to know what's going on outside at all times. This 720p HD security camera has a feature rich

system that includes motion activation, temperature sensor, live view mode and a built-in microphone so you can also hear what is going on in your home. Also, you can add the Blink for Home skill to your Alexa and use your voice to arm, disarm and receive system information. To learn more, visit <https://blinkforhome.com>



The Most Effective Closing Technique

Of all the things I've done during my entrepreneurial career, selling has been the one constant. Ever since my first job out of college, I had to sell to make a salary. When starting my first business, I had to sell to survive. Even the first book I wrote would have been nothing without a huge selling effort. As a result, I've become a lifelong fan and student of great selling techniques.

My favorite technique used to be the 1-to-10 close. You know, where you ask your customer, "On a scale from 1 to 10, where you do stand on proceeding with us?" And then when they answer, you ask what you can do to make it a 10. The strategy even worked occasionally, despite the fact that it was exactly what I should not have been doing.

People resist suggestions. If you're a smoker and I say, "You need to stop smoking. It's bad for

you," you'll roll your eyes and say, "Yeah, I know." Then you'll light up a smoke and blow it in my face. We automatically do the opposite of what people suggest.

Later in my career, I stumbled across another 1-to-10 technique, which is still the most effective closing method I've ever



experienced. When asking people where they stand on the scale, no matter what they say, I

say something like, "I didn't expect you to pick a number so high! From our discussion and your body language, I actually thought you were much lower. Why did you pick a number that high?"

By suggesting a number lower than what they said, people naturally resist my remark and

and maybe even change their number to a six or a seven. But no matter what, they're arguing in their own head over why they should go with you.

Tom Sawyer knew this technique. When he acted up and was forced to paint a fence as punishment, his buddies started teasing and ridiculing him. But he just kept painting and said, "Not just anyone can paint a fence." By the time he convinced them that they weren't capable of painting a fence, they began begging him to let them have a try. Only then did he let them, while he relaxed in the shade.

It's a simple strategy, but it works. You can persuade your customers all day to work with you and they won't bite — but get them to convince themselves, and you're in business.

5 Sneaky Tricks Cyber-criminals 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

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.

SmallBizTrends.com, 10/30/2018

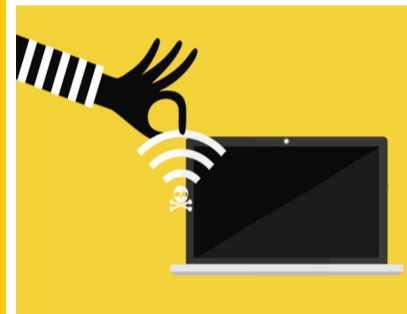


Top Employee Retention Strategies to Keep Your Workers Motivated and Productive

Keeping top performers from jumping ship should obviously be your priority, but these are often some of the most difficult people to keep on board. As they shoulder extra responsibilities and bend over backward to serve your company, they may start to feel undervalued. It's your job as manager to actively seek out any pain points they may be experiencing and resolve them. Regular employee surveys and open lines of communication between teams and management can curb problems before they turn happy workers into disgruntled sandbags. In a recent Glassdoor survey, it was revealed that over 45 percent of people quit their job because they've been offered more money elsewhere. CEOs tend to be fond of making excuses for avoiding raises and robust benefits, but employees know what they're worth, and they know what they need to stick around.

HomeBusinessMag.com, 10/12/2018

NeoTip: Legitimate WiFi Access Points



It is not uncommon for hackers to set up fake clones of public WiFi access points to try and get you to connect to their WiFi over a legitimate and safer public one made available to you. Before you connect, check with an employee of the store or location where you are connecting to verify the name of the WiFi signal they are providing. Next, never access financial, medical or other sensitive data while on public WiFi. Also, don't shop online and enter your credit card information unless you are absolutely certain the connection is safe and secure.

Happy New Year from NeoLore!

2018 has come and gone and as we reflect on the past year, we can't help but think of all the great opportunities that lie ahead. Internet of Things, Machine Learning, Virtual Reality, Touch Commerce, and Cognitive Technology will be the trending technologies for 2019. NeoLore understands this so to help us grow and improve our service, NeoLore will be announcing its newest team member: W.A.D.E (Weighted Algorithmic Diagnostic Entity). In 2019, WADE will harness the power of A.I (Artificial Intelligence) to reference / cross reference a significant amount of information, gathered over many years from difference sources to help us, help you. How cool is that? We pride ourselves in offering the best service, and with WADEs help, it will be even faster. Stay tuned and we will see you in 2019!

Who Else Wants To Win A \$25 Tim's Card?

The Prize Winner of last month's Trivia Challenge Quiz is Pauline L! Pauline correctly answered last month's quiz question:

Question: What is the difference between "break-fix" IT and "pro-active"IT?

Answer: The IT that is pro-active manages more and can avoid problems since they are planning and analyzing. The IT that is break-fix is only fixing the issues as they come, this is more expensive as you can have more down time and lose data.

Now, here's this month's trivia question. The winner will receive a \$25 Tim's Card!

Question: What is the average amount of days does it take before a company realizes that its been compromised by a data breach?

Call (613) 594-9199 right now with your answer! Or email trivia@neolore.com.

My computer suddenly started singing "Someone Like You". It's a Dell.