

# TECHLORE

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

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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.

## Top 3 Misconceptions about VoIP Communications & Why VoIP can Work for Your Business

Switching from one essential business solution to another can have a huge impact, especially when that business solution is the backbone of your organization’s communications. With 66% of Canadian businesses (and counting) already using VoIP to power their communications, VoIP has emerged as a top-of-mind technology choice.

Let’s take this opportunity to debunk some common myths and give you the truth about the world of VoIP Communications.

**Poor Call Quality** - The voice scramble, latency or disconnections can occur in any phone system, but when it comes to VoIP, it always boils down to the quality of the internet connection. If you’re using a connection that is undersignificant strain, you may experience some call quality issues. Most of the time, quality

issues can be resolved quickly with a change in network configuration, but sometimes VoIP clients may need to look into a more robust connection. In any case, superior high-definition VoIP call quality is available today at a fraction of the cost of your existing solution.

**Difficult to Configure, Setup & Maintain** - Think back to days of on-premise PBX’s. Now those gigantic, clunky pieces of telecommunications machinery were a pain to setup and maintain, which is why many service providers are no longer supporting them. With VoIP, IT departments and MSPs can breathe a sigh of relief! All system configuration is usually handled by the provider to ensure that when your phone arrives, or app is downloaded, it is just plug-and-play. It’s that simple. It just works! Maintenance is not required as

updates are automatically pushed to all devices by the service provider, and support is managed remotely by a team of dedicated VoIP experts.

**It’s Costly** - Like anything, you can go for the Tesla or Ferrari of phones. However, for businesses keeping a close watch on their bottom line, the Ferrari of phone systems may not always be feasible. Don’t forget the additional cost of IT staffing, plus support and maintenance costs.

One of the biggest draws towards cloud-based VoIP is the cost savings these phone systems afford their users. Due to the Internet-based nature of the phone system, charges on long distance calls across Canada and even North America are reduced or eliminated. Costs associated with maintenance and software upgrades are also minimal as updates are automatically pushed to the phones by the service

provider and support is managed remotely. It’s an especially great deal when you go with a VoIP vendor who offers Free Phone Rental as part of the package, so there is no cash outlay for hardware.

With Cloud solutions and SaaS business models, switching to VoIP has never been easier or more cost effective. To find out more, contact the same company Neolore Networks Inc. uses for their VoIP Solution: Versature, an Ottawa Based Company 613-237-9329. Tell them Neolore referred you!



## VERSATURE

Business phone service. Evolved.

# REFER A FRIEND DOWNLOAD

**We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of October.**

Simply refer any company with 15 or more computers to our office to meet with us so we can show them the Way I.T is Supposed to Be! If your prospective referral decides to become a NeoLore Client, we will give you either \$100 off your monthly service fees OR a chance to win a chance to win a trip to Havana, Cuba! Simply call us at **613-594-9199** or e-mail us at **[www.neolore.com/referral](http://www.neolore.com/referral)** with your **referral's name and contact information today!**

## Are You Using Social Media To Market Your Business?

### Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors,

but mostly because they're confusing activity with results.

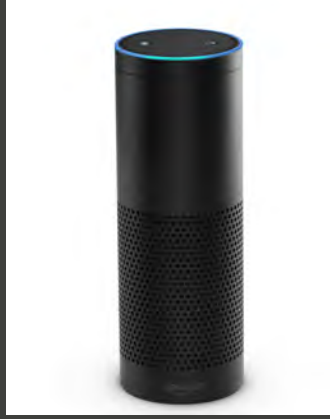
In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous

amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, I'm not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.

# Shiny New Gadget Of The Month: The Amazon Echo



It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana. This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more. You might even get it to tell you terrible jokes... It won't replace a

high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home. Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet. All in all, it can make your life easier. And maybe just a little more fun.

Note that Echo is currently only available in the US for \$179.99 USD.

## Passion is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodalak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate.

He never mentioned commissions ... he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week and he shared a quick story about one of the people who works in their claims department. She said,

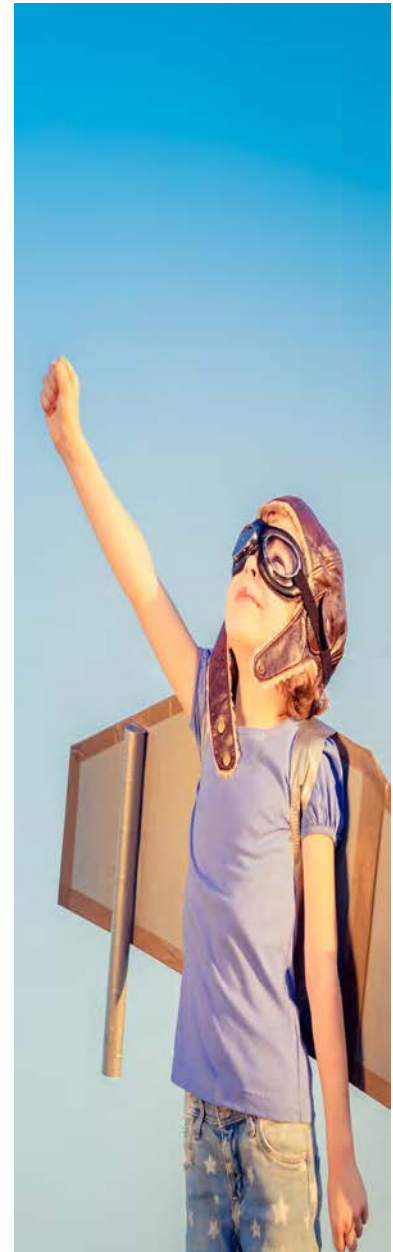
***"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it... that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"***

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion:

Maybe the one thing that is keeping your career from taking off ... is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that.

There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective ... that what you are doing is helping people in some way ... then it all becomes worthwhile.

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.



## The Lighter Side: Could Your Laptop Battery Revolutionize The Way We Drive?

If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use

costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford's Model T did over a century ago.



Google+  
Share with the people you care about,  
and explore the stuff you're into.

## Google Plus: For Geeks Only? What You Need To Know Now

Is Google Plus a bust? Or is it still a channel to be reckoned with if you don't want to lose touch with your customers?

Google Plus – aka "Google+" – is a social network built by Google. It's been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google + for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.

So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it.

However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:

### Get Found Fast

It's no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.

### Give to Gain

Content that helps you target prospects with a simple "thank you" to folks who engage can work wonders.

### Build Micro-Lists with Circles

Here's a little-known secret: For circles up to 100, Google+ allows you to "Also send e-mail." This can be a great way to build tightly segmented lists.

Depending on your audience, Google+ may still be the best way to connect with your customers.

## Who Else Wants To Win A \$25 Gas Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Heather O! She was the first person to correctly answer last month's quiz question: What is one way to make your website mobile friendly?

Now, here's this month's trivia question (The answer can be found in this newsletter). The winner will receive a \$25 gas card!

Question: True or False: For Some Google+ Circles you are able to email contacts as well.

Call (613) 594-9199 right now with your answer!