

# InTech *Intelligencer*

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



"As a business owner, you don't have time to waste on technical and issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

- Leia Shilobod,  
President & I.T. Princess of Power

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## What You Need To Do Before Committing To A New VoIP System

There comes a time when every business needs to invest in a phone system: they're buying a new phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (such as voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

**First and foremost, finding the right phone system can be a pain.** Doing research online leaves you sifting through site after site as you look for answers only to find way too much information – and most of it isn't worth your time.

As a business, you're about to drop serious money on a new phone system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that isn't biased or skewed in some way. There are countless websites featuring deals that aren't really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

So, what is helpful? Here's what you need to know.

**Most phone systems are essentially the same.** There may be a few features that vary from system to system, but most VoIP systems will all have the most important features demanded by businesses. Your best bet is to define your phone needs *before* you start searching for a system. Chances are it won't take long to find what you're looking for – if you ignore the clutter.

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**What you really want to find is a stellar service provider.** You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.

**You need someone you can rely on.** That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people aren't and never will be VoIP or phone system experts. Business owners have too much on their plates to learn – from scratch – about a new phone system.

This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

**“Your best bet is to define your phone needs before you start searching for a system.”**



There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system.
- Customize the system for your business's specific needs.
- Offer personalized and continuous support and training.

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure that your system works with your network without any hiccups.

The bottom is this: Do your research. Ask questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

Call today to 724.235.8750 or email [Leia@intechit.net](mailto:Leia@intechit.net).

## Free Report Download: Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Network



How can you tell if you are going to receive poor or substandard service? How do you know if your computer guy or network consultant is doing everything possible to secure your network from downtime, viruses, data loss or other frustrating and expensive disasters? Could your current provider actually be jeopardizing your network?

**This valuable Free Report helps you avoid common pitfalls of choosing an IT Provider. Download yours today!**

**Claim Your FREE Copy Today at [www.intechit.net/whattoask](http://www.intechit.net/whattoask)**

## Shiny New Gadget Of The Month:



### Ember Temperature Control Smart Mug

Porcelain mugs are so 20th century! Meet the Ember Temperature Control Smart Mug – a mug that gives you more options than any mug ever.

What’s the big deal, you ask? The Ember keeps your drink – coffee, cocoa, tea, milk, etc. – at the exact temperature you want, between 120–145 degrees Fahrenheit. You can also control the mug from your smartphone – adjust the temperature, set notifications and more. The Ember mug is hand-wash safe as well.

The mug itself includes a 1-hour battery to keep your beverage hot on the go, or you can use the included charging coaster to keep your beverage hot all day long. Find the Ember mug on Amazon or learn more at [Ember.com](http://Ember.com).

## Pink Goldfish True Differentiation In The Marketplace

Consider the following: *P Is For Pterodactyl: The Worst Alphabet Book Ever* by Raj Haldar, Chris Carpenter and Maria Beddia teaches kids and readers that P is for Pterodactyl, K is for Knight, and U is not for You.

*P Is For Pterodactyl* is also in the top 100 books purchased on Amazon. People are buying this book in droves. Why is that?

It’s actually fairly simple. It **deviates** from what we have seen as a successful alphabet book in the past. It strays from the standard and avoids following the fundamentally competitive strategies in the industry.

We always see companies and brands wanting to be the best – to provide all services possible. The concept of *Pink Goldfish* encourages a focus on your weaknesses, on those things you’re terrible at. Why not be the worst at something if, in turn, it means you attract the customers you want and the culture you represent?

Here’s another thing to consider: *kintsugi* is the Japanese art of repairing broken pottery. Skilled artisans mend the broken pieces with lacquer or powdered gold or silver, making it more beautiful than before. It’s an intentional approach to imperfection.

*Pink Goldfish* is also intentional imperfection. You illuminate the imperfections of your business or products.

#### The 7 Types of Pink Goldfish

- 1. Flaunting** ... to parade without shame. Flaunting is about being unapologetic about your organization’s flaws. Take pride in those unique characteristics!
- 2. Lopsiding** ... take your weaknesses and exaggerate them. Most brands try to be balanced and well-rounded. This type encourages you to be unbalanced and imperfect. You need to amplify your weaknesses.



**3. Antagonizing** ... is about polarizing, alienating, repelling and taunting. Do more of what some customers don’t want and then brag about it.

**4. Withholding** ... is about limitations, restrictions, boundaries and constraints. It is about doing less of what your industry and competitors think you should be doing. This can involve fewer locations, fewer product offerings, fewer services, etc.

**5. Swerving** ... is about deviating, diverging and veering from competitors. As we see what successful companies are doing, it is natural to emulate them. When everyone is copying the leader, then the entire industry starts to look the same. Small deviations from the norm change things up.

**6. Opposing** ... is doing the exact opposite of what others are doing. It is being unlike the competition. Different from swerving, opposing is a complete break with convention.

**7. Micro Weirder** ... is the minuscule actions to differentiate your brand. You can set your brand apart with some cohesive master plan; you can be just a tiny bit weird.



*Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.*

### Need NIST 800-171 | CMMC Compliance?

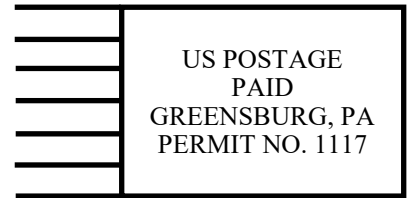
For businesses in the DoD Supply Chain who need to comply with NIST 800-171 Security Protocols and CMMC, InTech provides Risk Assessments, Security Audits, Compliance Audits, Plans of Action, and Remediation to bring YOU into compliance and assure you keep your contracts. Start the process today with a free, no obligation survey to get an idea of what you need to do to come into compliance. Go to [www.intechit.net/NISTassessment](http://www.intechit.net/NISTassessment) and take just 5 minutes to jump start compliance.

## Who Else 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 Visa gift card Ready?



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- RETURN SERVICE REQUESTED -

To celebrate its 30th birthday in 2010, Google placed a playable version of what arcade game on its homepage?

- a. Pac-Man
- b. Donkey Kong
- c. Pong
- d. Asteroids

Email us right now with your answer!  
[info@intechit.net](mailto:info@intechit.net)



## “If You’re Tired Of Starting Over, Stop Giving Up! ”

“If you’re tired of starting over, stop giving up!” Iron Cowboy, James Lawrence, laid this on us during an intimate talk in February. It hit me and my immediate thought was, “YES!”

James knows about perseverance firsthand. A few years ago he engaged in 50 Ironman Triathlons in 50 days (yes, one a day for 50 days). If you’re unfamiliar with an Ironman, it's swimming 2.4 miles, biking 112 miles, and running 26.2 miles. At the moment he's doing 100 Ironmans in 100 days. Takes quite a bit to not give up in the middle of that!

His saying reminds me of the business idea or home projects I started and never actually finished. While some house dreams are not really realistic and should be abandoned, and most business ideas do actually fail, if you don't see it through, you'll never actually know.

I keep these quotes on the wall at my desk to remind me: “Don't quit. You're already in pain. You're already hurt. Get a reward from it.” And “If you're going through hell, keep moving!” *Stop giving up!*

To Your Success,



InTech CEO, Leia Shilobod and Iron Cowboy, James Lawrence