



# THE COMPUTER NEVER WINS

April, 2015

## Windows Server 2003 Set To Expire July 14th!

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

### **Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015**

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

### **FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server**

During the month of April, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, visit [www.bssconsulting.com/support-center](http://www.bssconsulting.com/support-center) to get started.

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**Did you know we will pay you \$100 cash for qualified referrals?**



Find out how you can help us and get paid to do so by visiting [www.bssconsulting.com/referrals](http://www.bssconsulting.com/referrals)

Business System Solutions specializes in providing management level responsibility for all the technology in your business.

This includes support for your computer network and working with other hardware and software vendors whose technology you use.

We do this with friendly, proactive, and responsive service.

Our services can lower your costs, and we guarantee our work!

## Six Easy Ways to Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

**Step 1. Revisit your goals.** At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

**Step 2. Layer in your keywords.** The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

**Step 3. Strip out the clutter.** The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

**Step 4. Add in some personality.** Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

**Step 5. Take a good look at your profile photo.** A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

**Step 6. Get recommendations.** Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

### FACT FILE

## DID YOU KNOW?

- Lead rhymes with read.
- Lead *also* rhymes with read.
- A blue whale's heart is the size of a Volkswagen Beetle.
- 2013 was the first year since 1987 that didn't have a set of matching numbers.
- We figured out how to put a man on the moon before we figured out putting wheels on luggage.
- In Welsh folklore, fairies rode Corgis into battle.
- There was a day your parents put you down and never picked you up again.
- The stickers that supermarkets use on fruit is completely edible. Even the glue is food grade.
- Graffiti is plural. Graffito is the singular form.
- The Pringles man's name is actually "Julius."
- The Statue of Liberty is not depicted as standing still, but rather breaking shackles of oppression and stepping forward.
- Cookie Monster's real name is "Sid."
- Nintendo is so wealthy, they could lose 250 million dollars every year and remain solvent until 2052.
- The smell of freshly cut grass is actually the grass giving off a chemical distress call.

## CUSTOMERS EXPECT MORE

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

**1. Customers are better-educated, more sophisticated and more value-conscious.** In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

**2. Competition is stiffer.** Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

**3. Technology is rapidly replacing peddlers.** People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

**4. Time has become a priceless commodity.** Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.



### Who Wants To Win A Free Large Nobel Romans Pizza?

This month we will do a random drawing from all correct responses received by April 15th (tax day!) and will give away (2) Free Nobel Romans pizza coupons.

#### Which President served the shortest time in office?

- a) James A Garfield b) Zachary Taylor c) William Henry Harrison d) Millard Fillmore

#### E-mail Us Right Now With Your Answer!

Trivia@BSSConsulting.com

Last month Steve Julian was drawn as the winners of the \$20 AppleBees gift card. The question was "... **What other island is devoid of snakes**" The correct answer was New Zealand.

Thank you to everyone who participated!



Managing Technology For Your Business

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## From Bill's Desk:

Join us for the Chamber's Business Expo on Thursday the 9th! We will be there to discuss the advantages of our IT As A Service model of support, and our VoIP will be up and running there for you to see, and even make calls out on!

We want to Welcome our two newest clients!

**Steinberger Construction** is based in Logansport. They were founded in 1945. Steinberger Construction's mission is to provide Clients with hassle-free design and construction services, to provide Team Members a safe and healthy workplace, and to use sustainable building practices that protect Clients, the Team, and the Environment.

**Nanshan America** is a recent manufacturing addition to Lafayette! Nanshan America is the newest integrated aluminum casting and extrusion facility in North America. Utilizing the latest technology in equipment and processes our 600,000 square foot manufacturing facility is capable of producing 150,000 tons of extrusion ingot and 50,000 tons of extruded product annually.

We are excited about the benefits we can provide these businesses and their technology! As Business System Solutions adds clients, we are looking for staff that are passionate about customer service and have great technical experience.

