



Milestones of Service *Reflections on a Quarter Century in IT Services*

This spring, we passed a major milestone in the life of our business: We celebrated the 25th anniversary of our founding! Also, as readers of this newsletter know, we recently moved into new, expanded offices right up the street from our former location, and we are up and running! To mark both occasions, we were honored to host the Chamber of Commerce last month for a celebration and ribbon cutting.

I've been reflecting on the history of our business and all that we owe to our clients. We see ourselves as partners with the businesses we serve to help their teams become more efficient and skilled with technology. One of our biggest rewards is seeing how our clients have grown and prospered. Seeing them succeed means a lot to us.

I'm sometimes asked how we have stayed ahead of all the vast changes in IT over the last quarter-century. The answer is easy: We listen to our clients. We meet with our customers quarterly to ask them what's happening in their businesses and how we can support their growth. What we have learned from them has equipped us to stay on top of major milestones in the evolution of technology. Here are a few milestones.

Creating Unique Email

Back in 1999, when I started Christo IT, people used the internet primarily for one-way communication. Clients would

ask us for help switching from an aol.com email address to one unique to their business or giving each employee their own address. We also helped clients with cybersecurity, which was already an issue. In 1999, the Melissa virus hit Outlook and Microsoft Word systems, and 2000 brought the ILOVEYOU computer worm that infected more than 10 million personal computers.

The Laptop Age

In the first decade of the 2000s, laptops became more affordable, and laptop sales surpassed desktop computers. Our clients began talking about taking their work home or on the road. Beyond that, videoconferencing enabled people to meet with someone in another city or country without getting on a plane. Within the next few years, software as a service and cloud-based apps assumed center stage as businesses moved onto the cloud. We heard more clients talking about "this new Salesforce app that has really become a thing now."

The Pandemic Shock

The pandemic was a unique challenge that really changed the landscape. In about two weeks, we had to help a couple thousand people move from the office to working from home. Some clients unplugged their desktops from under their desks and took them home. Others would call us and say, "Hey, I have my home PC. Can I work on that?" It was quite a scramble. My team rose to the occasion. If we had to go to a

client's location, we had all the medical-grade wipes, gloves, and masks. We did what we had to do, and we did it well. I would never want to do it again, but I'm proud of our accomplishments.

Managing Cybersecurity Risk

During the pandemic years, we developed a standard set of cybersecurity services as a core offering to protect our clients against hacking, phishing, denial of service, and other cyberattacks. As awareness of these risks has grown, insurance companies have begun requiring businesses to purchase Cyber Security Specific Policies instead of relying on traditional Umbrella Policies. Fortunately, our clients can show underwriters they already have state-of-the-art protection.

As we begin our second quarter-century of service, one of our core values is to keep the trust of our clients and employees. We have a poster on our office wall that reads, "Keep The Trust: Trust is the first, last, and only thing in IT." The trust our clients place in us and our work is unbelievable. It is absolutely an honor. Our goal in the coming years is to maintain that trust. And we want to thank our clients, friends, and families who have

supported us over the years. We could never have done it without you.






THE POWER OF PERSUASION

Masterful Tactics and Costly Mistakes for Deal Closers

As a sales associate or sales manager, it is a great feeling when a client agrees to a face-to-face meeting to discuss your product or service. While this initial success is exciting, it is not the end of the road. Don't celebrate prematurely — your real challenge has just begun. Familiarize yourself with these tactics and common mistakes to ensure your meeting goes smoothly and concludes with a positive outcome.

Tactics

Establish the client's goals and priorities.

Your client is meeting with you for a reason: They are interested in your services. Rather than diving right into your pitch, try to understand your client's point of view and desired outcome. Developing a rapport and speaking to them as equals can win their respect and improve your chances of closing.

Respect their time and prepare accordingly.

Start and end your meeting on time. Your client will have planned their time around the meeting, and you should do the same. If you notice you are over your scheduled time, consider cutting your pitch short and ending the meeting on a respectful note. Additionally, start your meeting with strategic engagement and introduce your most important and persuasive points first.

Soften contract language.

Reviewing a contract, and especially signing one, can be intimidating. Instead of introducing the paperwork as a "contract," pose it as an "agreement" or simply as "paperwork." It is less intimidating for a client to sign "paperwork" rather than a "contract," although they are effectively the same thing.

Mistakes

Avoid cliches and problematic phrases.

Salespeople toss around common phrases and pitches all the time, both in the office and in movies, commercials, and TV shows. Despite their prevalence, many are counterproductive when used in meetings and can actually undermine trust between a salesperson and their client.

One example is introducing a new topic by saying "to be honest" or "to be frank"; these phrases may unintentionally signal that your preceding information was less than genuine. Likewise, saying "trust me" will only make them do the opposite. Speak clearly, and avoid overplayed phrases and cliches to improve your odds of success.

No one likes homework.

While giving your client a meeting agenda can be a kind and professional gesture, handing them documents equivalent in length and complexity to a college dissertation will only confuse and bore them. If they are interested in additional information, they will ask, or you can steer the conversation in a way that introduces it organically.



Closing a deal is more of an art form than a science, but that does not mean we cannot prepare ourselves and act appropriately to maximize our chances of success. We can increase our profits and convert more leads into sales by employing the appropriate methods.

term by looking at where you want your brand to be in the next few months, a year, and beyond. Keep those goals in mind. When trying to appeal to global buyers, tailor the campaign to that demographic. What worked in one country might not work in another.

Consistency

Social media is a transformative and necessary tool in your marketing plan, but you will only see results if your online presence is consistent. Jordan said it took 90 days straight of posting on TikTok before she saw any momentum. You also need a consistent voice in your social media based on a



deep understanding of your audience. If your primary audience is millennials, you want the language and tone to reflect theirs. The same is true for aesthetics. Posts with a cohesive feel and look will

create a strong visual appeal. The number of posts you produce also needs to be consistent. Post on social media daily to grow your organic reach or audience views outside advertisements. Posting the right content is the only way to expand your organic reach.

Production

The actual production of marketing content can be the most challenging for busy company leaders. Find ways to streamline your process without sacrificing quality. Create a library of templates that fit your brand aesthetic and make it simple to create new content. Posting in real-time is challenging for hardworking teams, so batch-create and schedule posts. By scheduling content, you significantly reduce your daily time spent on social media.

The greatest globally recognized brands pay attention to their analytics and constantly adjust their strategies. By creating more social media content, you can test out what works and what the market is after. Growing your brand and business beyond borders is attainable in this digitally-driven world; it's just a matter of staying at it and keeping the goal focused on your brand awareness. If your marketing is strong enough, sales will follow.



HAVE A Laugh!



Fun Facts About America's Treasure Trove

Have you ever wondered how much money is housed at Fort Knox or who can access it? A treasure trove of interesting facts lies hidden in the billions bunker of Kentucky, but here are a few tidbits.

Gold

The first gold arrived via a top-secret caravan in 1937. Every bar weighs 27.5 pounds, and the fort currently holds about 147.3 million ounces of gold. By today's standards, that's almost \$300 billion.

Security

Fort Knox is one of the most secure places in the country; no one person knows the whole combination number to access the gold vault. The information is split up among several different people. Franklin Roosevelt was the only U.S. president in history to inspect the vault.

Other Valuables

The fort has also kept other valuable, historic items safe. During WWII, the government kept the Constitution, Bill of Rights, and Declaration of Independence within its walls. The military stored morphine sulfate during the Cold War for fear they might run out of painkillers if foreign sources of opium dissipated.



CHRISTO IT
Service • Cloud • Cybersecurity • VoIP



Grade your
company's security.
Take our quiz today!

PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

www.ChristoIT.com • 215-256-7902

314 Ruth Road
Harleysville, PA 19438

Inside *This* Edition

1. We Celebrate 25 Years of Customers' Trust
2. Strategies for Finalizing Sales With Finesse
3. How Much Gold Is in Fort Knox?
4. Keys to Global Marketing Success Revealed



Transform Your Brand Into a Global Phenomenon

When you're a busy CEO trying to reach that seven-figure milestone, nothing is more crucial to globalizing your brand than envisioning your business as a marketing and sales machine. Thanks to the power of the internet, businesses can expand and reach customers worldwide. So, by intentionally crafting a global marketing strategy, you can expand your reach and achieve the sales success of your dreams.

Marketing, sales, and launch management expert Savannah Jordan said she utilized four significant ideas to go from barely making rent to being CEO of her own marketing agency, WLK Marketing. These four ideas — strategy, energy, consistency, and production — can take your brand to the next level.

Strategy

One of the main things to remember while strategizing your marketing plan for expansion is that how many eyes you have on your brand or business is more important than how you create sales. Strive for brand awareness, where customers know your name and understand the message, products, and feelings your brand evokes. The sooner you can establish trust and a connection with your customers, the quicker they will buy from you and return.

Energy

Jordan says, "Show up as if you have already gone global." Keeping an energetic momentum going is vital to effective marketing. Plan for your business's long

Continued on Page 3 ...

Creator: Emma Mullen • Credit: Emma Mullen
Copyright: © 2023 Emma Mullen, all rights reserved.