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Technology Times February 2019 Issue



Dan Foote
Owner/President

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Seven Steps To Recruit (And Retain) An All-Star Team

By Andy Bailey

Building an all-star team is one of the biggest challenges business leaders face. Nothing affects your company’s growth and culture more than the people you hire and retain. Competitors can imitate your products, services or processes, but they can never exactly duplicate your team, how you manage it and how you take care of your people.

Some businesses get hiring right, while most others get it wrong. In fact, a McKinsey & Company study found that “82% of companies don’t believe they recruit highly talented people” and that only 7% think they can retain those executives.

As an entrepreneur, I’ve done a share of hiring since I founded my first business in my 20s, and I learned a lot of lessons along the way. As a result, I can say categorically that designing an effective system to identify, hire and retain A-players is critical if you’re serious about growing your company.

Here are seven tips to help build the dream team that can carry your company forward:

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Business Briefing

To Grow Your Business, Invest in Tech

But don't fall for "shiny objects." It's all about execution.



Today, companies need to keep their technology current to compete.

"Technology upgrades can have a significant impact on the bottom line. But there are caveats: the business must vet the technological upgrades, understand how an implementation cycle will take place, accurately calculate Return on Investment (ROI), and carry out the execution properly," says Quantam Solutions CEO Richard Van Staten.

Van Staten also has a warning for businesses that may have fallen behind: **"Businesses need to be prepared for tomorrow, not today."**

Upgrading legacy technological systems is an effective way to do that, as long as it's done thoughtfully and meticulously. We are no longer in an age whereby workarounds prove sufficient. **The expectation of the consumer market demands that the right technological solutions are in place."**

Launching and growing a successful business is no simple task, and maintaining that growth and success over time is the most difficult challenge of all. There is more than enough work involved and a myriad of tools you'll need in your toolbox in order to be successful.

These areas of your organization are essential to your future success, serving as a pragmatic checklist to ensure that your business is maximizing its potential and not falling behind.

What Keeps Them Coming Back?

[by Robert Stevenson](#)

In this time of heavy competition and global communication that instantly allows people to share their opinions world-wide with the click of a button, I would suggest it be **PRIORITY #1 in any company to figure out what your customers want, need, desire and expect.** Define how you want your company to be remembered through the "Eyes of Your Customer." Make sure everyone in your company knows what that definition is and strives to do everything they can to make it happen.

Lauren Freedman, President of the E-tailing Group once said, *"Always keep in mind the old retail adage: Customers remember the service a lot longer than they remember the price."* Even in this age of advanced technology and e-commerce, the human side of doing business with a customer is of paramount importance. This spells an enormous opportunity for all companies who want to enlarge their market share. **Only one company can be the cheapest,** all other companies have to do something else to attract customers, so raising your level of customer service will greatly help you enhance your market share.

I feel so many companies are fighting their competition the wrong way. They are spending enormous sums of money advertising, trying to establish their brand and presence in the marketplace, rather than **DOING MORE** than their competition, which will cause their customers to tell their friends, associates and family about how great a company they are. Millennials (ages 22-37) are now the largest age group in America and Gen Z (under age 22) will take over that title by 2020. **What do more than half of Millennials and Gen Z's say has the most influence on their purchases?** Their answer was "Comments on Social Media."

Disappointed, displeased, unsatisfied, unhappy customers all happen because of one simple word ... the company or person delivered **LESS** than expected, **LESS** than required, **LESS** than promised. Eventually, **LESS** will kill any company. **LESS** is a disease that is caused by a poor corporate culture. The moment when **LESS** becomes acceptable as being OK to deliver is the **MOMENT** the disease will start to spread and begin destroying a company. If you want to succeed, you better fully understand what it is your customer is expecting and do everything you can to never deliver **LESS** than their expectations. **When you make your customers' expectations become a reality, everyone wins.** **LESS** from you will always result in **MORE** business for your competition. So, you better understand their expectations.

One of the most powerful statistics I have ever used came from a study conducted by the global consulting firm Bain & Company where they stated: 80% of companies believe they deliver superior customer service, but only 8% of their customers say they do. That being said, if you want to be successful, I need to go back to my first statement in this article: **IDENTIFY** what your customers want, need, desire and expect. **DEFINE** how you want your company to be remembered through the "Eyes of Your Customer." Make sure everyone in your company knows what that **DEFINITION** is and strives to do everything they can to make it happen.

SAVE THE DATES
April 1 – 3, 2019



The Alaska Governors Safety and Health Conference is scheduled for April 1-3, 2019 and the committee is working hard to plan an exciting, education packed conference.

This is the only state-wide safety and health conference that focuses on meeting and exceeding the industry's educational and informational safety and health needs that are experienced by Alaskan's every day on the frontline of projects and business.

Everyone has the opportunity to hear what's changed, the best practices, potential innovative solutions, and see what's new in products and services – all that can benefit you as an employee, an employer or as a trainer.

WHO SHOULD ATTEND?

This event is focused on the frontline industry Safety & Health needs! This is the opportunity to hear what's changed, best practices, hear potential innovative solutions, & see what's new in products and services. It's also your chance to network with others dealing with similar situations who share the same passion you have.

DanTech Services is a proud sponsor of AKGSHC and has provided support to this conference for the past five years

“Seven Steps To Recruit (And Retain) An All-Star Team”
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1. Standardize your hiring process. Having standardized processes are essential to business efficiency and success, and hiring is no exception. When designing your hiring process, create a scorecard for every role you are looking to fill. Detail the skills and competencies required to succeed in the role and what constitutes an exceptional team member. Then, look carefully at the amount of time candidates will be interviewed, the questions they will be asked and the content of any tests they will be required to pass. Also, be sure to include a description of how each role should mesh with the company's culture, mission and core values. When designed properly, a standardized hiring and interview process leads to exceptional hiring decisions.

2. Plan for the future. Business leaders should always envision what their company will look like in the long-term and build one-, two- and three-year staffing road maps based on projected growth. The road map allows leaders and their teams to take a step back, look at the business from a perspective other than sales (i.e., hiring), pinpoint any gaps in roles or responsibilities and identify the skills and experience needed to grow the company in the coming years. Like any form of investment, if you only plan for “right now,” your returns — if any — will be minimal. Make sure you're hiring the right people to take you where you want to go.

3. Screen for smarts. After you've determined the needs for each position, set up a screening process to rule out less-qualified candidates and highlight your potential star players. Have applicants complete a skills test related to the job, and if you're impressed with the results, conduct a phone interview with the candidate to get to know them better personally and professionally and discuss potential next steps. There are many ways to screen for the skills you're looking for in a potential team member, including personality tests to see if the candidate's attributes line up with the job's duties and responsibilities. Do what makes sense for your business, and remember that the best processes will attract the right candidates and repel the wrong ones.

4. Get your team involved in the interview process. Make sure different members of your team — at all levels — have a chance to meet and interview candidates. Getting buy-in from the people who will be working with that candidate day in and day out is critical and will help you make the best decision. Your team can shed light on how candidates might fit in with the company culture and their ability to thrive in the ebb and flow of daily operations. Your team will also be able to point to any inconsistencies that may pop up during the interview.

5. Increase the amount of time you spend hiring. The first question I ask business leaders when I'm working with them on recruiting and hiring is: “How much time, in general, do you spend interviewing, testing and researching a candidate before you hire him or her?” The answers vary, but they're always surprisingly low. That boggles my mind because, based on the hours we spend at work, managers could very well end up spending more time with their team members than with their own family. Think of hiring in that context, and the decision becomes even more important. I recommend that business leaders take the amount of time they spend on the hiring process and double it to ensure their decision is an informed one.

6. Create a standby list of candidates. “Always be closing” is burned into the memory of every salesperson. When building a company of A-list talent, business leaders should “always be recruiting.” You never know when a key team member will leave the company or when you will need to hire new talent to satisfy growth opportunities. Based on the company's organizational chart and hiring road map, leaders can build a roster of candidates to contact when the need arises.

7. Put your people first every time. Even if you've got a perfect, fail-safe hiring process in place, it's not going to do you any good if you can't retain your top talent. You'll find yourself returning to zero, losing institutional knowledge and gaining a reputation as a place where employees don't stay — and that can be very expensive. Stay focused on culture. Get to know your team members personally. Invest time in making sure they are challenged, recognized for their achievements (through public and private praise, as well as compensation) and that they are given room and an environment to do their best work.

Richard Branson famously said, “Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.” Live by those words and retention will never be a problem. Investing in your team will be the most important time and money you spend. Get it right, and it will pay you back every time.

Shiny New Gadget Of The Month:



Here's How To Make Your Old Slow Computer Like New Again

Clever new device is saving people hundreds (even thousands) and the big computer companies aren't happy about it! Is your computer painfully slow? Have you considered buying a new 'faster' computer but the price of even a basic one makes you cringe? Do you wish there was a cheaper, more affordable way to get a new computer? (Hint: there is – keep reading.)

It's incredibly frustrating when computers slow down or stop working for seemingly no reason at all. And even after all the diagnostics, upgrades, and money spent, the amount of time waiting for that spinning wheel or hourglass to disappear never seems to get any shorter. Your once new, lightning-fast, computer just keeps getting slower as each day passes.

Well, fortunately, there's a new device that has recently hit the market and it's literally giving old, slow computers lightning fast speed again. And to say it's extremely affordable is grossly understated!

What is it?

It's called Xtra-PC and if you have an old, slow computer, it's exactly what you need.

Xtra-PC is a small thumb drive you simply plug into your computer's USB port and it instantly bypasses your existing operating system and loads a feature-rich Linux OS – making your old computer run like new.

It works with any computer (Mac or Windows) laptop, desktop, and netbooks made after 2003 and it is hands down the fastest, easiest solution to getting yourself a new computer without spending \$400, \$500, \$800 or more – guaranteed. No more staring at spinning wheels or hourglasses ever again!

[Try it Here](#)

Is Facebook your friend?

By CharTec

Recently I sat in on a sales training seminar and when the topic of marketing came up, the instructor asked, "How many of you have personal Facebook pages?" All twenty students raised their hands. The instructor then asked, "How many of you have Facebook BUSINESS pages?"

One hand slowly went up.

As a member of a marketing department at an IT company, I wasn't surprised that only one in twenty, (5%), of the students in the room, (who are all sales professionals, by the way), did not have Facebook business accounts. In fact, it confirmed what I already believed – that the majority of salespeople do not know how to utilize Facebook to generate leads. Unfortunately, salespeople need as many leads as they can get, and not knowing how to use valuable social media tools will work against them.



Some of these salespeople might say, "But what's the difference? I have lots of friends on Facebook. Doesn't that count?" You might be the most popular person in your circle of friends, however, in business, you don't want "friends". Instead, you want contacts, clients, insiders, and most of all, leads. This is an important delineation: you have friends in your personal life, and you have leads in your business life.

Now I'm not saying you can't be friendly with clients or even develop friendships with them down the line. Of course, that happens all the time. What I am saying is that you must not treat everyone you intend to do business with like you would with someone you met at a nightclub or shared a beer with at your buddy's baseball game. By this I mean you don't add business contacts to your personal Facebook page. What do they care if your aunt Mimi is turning 70, or if your dog ate the carpet? They don't care because things that are personal to you have no value to them.

And if you intend to do business with them they must value their relationship with you. That's why you need to create a Facebook business page. Keep your personal and professional lives separate.

This should be a no brainer because it's so easy to do. Once your business page is up you can focus on branding and marketing yourself and your business. Post those ads you want to promote the event you're holding next month. Post that article or blog you wrote, (or found), and let your clients know that you can help them if they have any of the issues the post brings up. Your clients will be happy to see your professional approach to social media, and they'll really appreciate not having to wade through 17 cat videos to find information that's important to them.

Using Facebook for business is a double-edged sword: using your personal page will tell everyone how unprofessional you are, and creating that business page will tell them you're both on the same professional level. You want them to see you as an expert in your field, so be careful swinging that sword.