

## What's New

Syscom's #1 priority is customer satisfaction, which means we are always looking for new ways to enhance the services and support we offer our clients. To that end, we have added several new service-targeted roles to our staff.

One of these new roles is our designated Service Desk Coordinator, Kevin McKay. Kevin's main responsibility is to act as a dispatcher for incoming support



tickets. He ensures all tickets are assigned to the correct engineers, and response and resolutions times meet our standard goals for all support desk and technical service tickets.

Kevin has been with the Pennsylvania office for 6 years and he is a die-hard Dallas Cowboys fan. He brings a wealth of experience and knowledge to his new role.

## May 2023



Syscom Business Technologies is dedicated to technology success for your business. We support businesses throughout Michigan and Pennsylvania

from our offices in Grand Rapids, Traverse City, Greater Metro Detroit and the Lehigh Valley. Over many years, our clients have truly seen increased success through our business relationship.

*Scott Huxley, Managing Principal*



## Give Your Business the Protection It Needs with Cyber Insurance

Being at risk for cyberattacks is a growing concern among small business owners. Cybercriminals often target small businesses because they hold sensitive information and have weaker security infrastructures than larger businesses. For this reason and more, it should be no surprise that 88% of small business owners feel vulnerable to a cyberattack, according to a recent survey conducted by the U.S. Small Business Administration.

To protect your business and your customers, you must implement strong cybersecurity practices in your business. You need to run your employees through annual cybersecurity training so they know the newest cyberthreats and how to avoid putting the company at risk. You should also utilize a firewall, back up your data on all computers, secure your Wi-Fi networks and ensure your entire team understands the importance of strong passwords.

To give your business an extra layer of protection, though, you can get cyber insurance coverage.

Cyber insurance, often called cyber liability insurance, covers the damage your business suffers if you're the victim of a cyberattack or data breach. Here are a few areas where having cyber insurance can help.

### Ransomware Attacks

Imagine that a cybercriminal gains access to sensitive information, such as your employees' Social Security numbers or your customers' credit card numbers. You know the release of this information could cause irreparable harm to your business, and you're willing to pay whatever it costs to prevent this from happening. This is the goal of ransomware attacks. Hackers threaten to publish sensitive information or lock you out of vital programs if you don't pay them. Cyber insurance will help you pay the ransom.

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### Customer Outreach

If sensitive customer information gets stolen from your business, you have a legal obligation to inform your customers. The average cost of notifying customers of a breach and other post-breach responses is \$1.72 million, according to the Ponemon Institute Cost of Data Breach Study. That's a cost most small businesses cannot afford, but cyber insurance will help cover it.

### Data Recovery

If your business becomes the victim of a data breach, you're going to want to get that information back. Your policy can protect you and your employees from identity theft, as your insurance provider may pay for identity recovery services. These are invaluable services, since data and identity recovery can take years to handle on your own.

Cyber insurance can also help cover the costs of customer and employee lawsuits after a data breach, lost income due to network outages and even regulatory fines. Most cyber insurance policies come with exclusions to which you need to pay attention. Your policy will probably not cover attacks that happened before your coverage started, future profits

“Cyber insurance providers like to provide coverage to businesses that are proactive with cybersecurity practices.”

affected by a data breach or the loss of valuation after a cyberattack.

But how do you get cyber insurance for your company? You have to meet certain qualifications to get a policy, due to the rise in cyberattacks and cybersecurity awareness. Every cyber insurance provider will look at the strength of your network security before considering your business for coverage. If your network is weak and at a high risk of being targeted, they are not going to take a chance on you.

If your business is within an industry that requires cybersecurity compliance, make sure you're compliant. If you're not, cyber insurance providers won't even give your business a second thought before rejecting your application for coverage. This shouldn't be an issue, as most businesses stay compliant, but double-check your requirements to ensure all your bases are covered.

If you're considering cyber insurance but are worried about the cost, you can do a few things to make it more affordable. Cyber insurance providers like to provide coverage to businesses that are proactive with cybersecurity practices. Implementing an incident response plan will show providers your business has procedures in place to handle emergencies if they arise. Researching all third parties you work with and showing they have strong cybersecurity practices will also benefit you.

Cyber insurance can be an incredibly beneficial cybersecurity element to add to your business. As new cyberattacks and threats continue to develop, it's essential to get all the protection you possibly can.

## FREE Report: What Every Small Business Owner Must Know About Protecting and Preserving Their Company's Critical Data and Computer Network

### PROTECT YOUR NETWORK

“What Every Business Owner Must Know About Protecting and Preserving Their Network”



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report outlines in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills and provides an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Get your FREE copy today at [www.SYSCOMBUSINESS.com/protect](http://www.SYSCOMBUSINESS.com/protect)  
Or call our office at (866) 558-1411

## 3 Sales Mistakes to Avoid

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### How to Create a Positive Experience for Unhappy Customers

When a customer is upset with your business or team, you may think there's no way to sway their opinion. This couldn't be further from the truth. You have the power to please and change the views of unhappy customers. By utilizing the following strategies, you'll know how to handle displeased customers and maybe even turn them into lifelong clients.

**“If you make a sale, you can make a living. If you make an investment of time and good service in a customer, you can make a fortune.”**

~ Jim Rohn

#### Listen to Them

Your customer's complaint likely has nothing to do with you personally, but how you respond to them can make or break their lifetime value. Be empathetic and listen to what they say.

#### Be a Creative Problem-Solver

After you hear the concerns or complaints from your clients, ask yourself if their problem is solvable. In most cases, it is, but it will require some brainstorming. Think outside of the box and deliver exceptional service, and you'll gain a customer for life.

#### Work Efficiently to Solve the Problem

When you get a complaint from a customer, don't sit on it. They want an immediate solution or response, so take a minute to think and come up with a solution that works for everyone.

## Close Any Deal With This 3-Step Approach

It's one thing to help a client identify a problem, but it's another to help them solve it. You'll need to convince clients to accept your expertise to solve their problems. Many intelligent people struggle with closing deals, so I devised the following three strategies to help anyone become a better closer.

#### Summarize the Underlying Need

I once went into the office of a greatly admired billionaire CEO with a colleague. He had been asked to come strategize for 90 minutes on how to identify and solve the CEO's top leadership problems. The CEO talked about scary changes in his industry while laying out his heart about his team and their strategies. When he stopped talking, my colleague was presented with the perfect opportunity to summarize the client's underlying need. Instead, he directly asked the CEO what he thought the next steps should be. The CEO was unamused and said, "I don't know. I was hoping you might tell me."

My colleague should have taken a moment before responding to analyze the emotion behind what was just told to him. Once the client realizes you understand their situation, they're more likely to listen to your plan of action.

#### Say What You Plan to Do

Smart people worry about putting themselves out there by offering a plan.

They fear that another smart person is going to disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offer a specific plan. But being vague doesn't help leaders solve their biggest problems. You must have the courage to propose a plan. The key is to be as specific as possible. Break down your ideas and lay them all out. If the client has concerns about any areas, you can address them, but they'll be happy to see the wheels are turning in your mind as you come up with solutions to their problems.

#### Ask If They Want Your Help

So many smart people get a gag reflex when it comes time to ask for the sale. They think selling is evil. They don't view themselves as salespeople. And besides, if a client realizes how great a consultant is, they will ask for the sale themselves, won't they? But business doesn't happen that way. The client wants to know you want to help. It's their insecurity that often holds the client back from closing themselves. That's why you have to do it. And don't view it as selling – view it as an offer of help. Don't you think it's nice to offer to help someone accomplish something important to them?



*Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world.*

*Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.*

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## Keep Your Customers Happy by Avoiding These 3 Sales Mistakes

You've probably been on the receiving end of some poor sales strategies without even realizing it. For example, a salesperson said something that rubbed you the wrong way, sending you out through their doors and into the arms of a competitor. While it might have been a frustrating experience for you then, it's much worse if you or your sales team use these tactics in your business. You want your customers to enjoy working with you, so you



and your sales team must utilize strong sales strategies. Here are three selling tactics to avoid at all costs.

### Not Addressing the Primary

**Problem.** Customers rarely walk into a place of business on a whim anymore. They usually have a very specific problem they need help to solve. Fully listen to their concerns and provide a solution to their problem. Don't push your products or services on the customer if they have nothing to do with their dilemma.

### Overpromising and

**Underdelivering.** Some salespeople think the key to boosting sales numbers is to promise their customers the world, even if what they're promising is impossible. If you fail to deliver on your promise, you're essentially lying to your customers, which destroys their trust in your business.

**Arguing With Customers.** You may know your product or service better than your customers, but that doesn't mean you should combat them if they have concerns or unrealistic expectations. Stay silent and ask questions about what they need. The second you start arguing with them, you've lost the sale.

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## Our Locations

81 Highland Ave • Bethlehem, PA 18017 | 37257 Mound Rd • Sterling Heights, MI 48310  
648 Monroe Ave NW • Grand Rapids, MI 49503 | 3124 Logan Valley Rd • Traverse City, MI 49684