

# CST Tech News

## What's New

August brings a lot of excitement as my team and I are headed to Orlando Florida to attend and present at the "ORIGINAL Regional Trade Show", the Southeast Building Conference (SEBC). We love working with that industry because, let's face it, I grew up with parents in the construction industry. It is definitely close to my heart.

I have been working hard on an hour-long educational session where I get a room full of people to yak at about technology. Remember my "Passionate Not Pushy" story? I am sure some of you can envision how this is going to go. I love talking about technology and all the things needed to secure your business and that led me to think about all of you.

I know technology can be overwhelming especially when it is not working. So, I am going to dedicate this month to how you can help us, help you. Here are my top FIVE requests:

1. Leave your computers on Monday –  
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## Creating A Safe Online Presence For Your Children *In 4 Easy Steps*

Children in this day and age are growing up in a technological climate that many of us never could have imagined 20 years ago. Kids who were born during the last decade will never know a world where everyone doesn't have a cellphone on them at all times. They'll never truly understand what the world was like before the Internet.

This rapid development of technology has made it so our kids' online and offline lives are merged into one. The conversations they have on social media or over texting are the exact same as the conversations they would have in person. They have direct access to just about anyone at a moment's notice and can see

directly into other people's lives through social media. Additionally, many kids are stumbling upon graphic content and some pop-ups are even encouraging them to click on inappropriate material.

To put it simply, it's becoming much more difficult to keep our children safe online. They're able to share information, pictures and videos at a moment's notice, and oftentimes, the parents are unaware their children are participating in these behaviors. Considering that 40% of American children receive cellphones before they turn 11, it's important that parents do everything in their power to ensure their children stay safe online.

## August 2022



This monthly publication provided courtesy of Shawn & Lisa Brown, Owners

### Our Mission:

To provide outstanding technology services to our customers allowing them to focus on their business.

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If you're unsure of what steps you need to take to ensure your children's safety online, don't worry – we've got you covered.

### Slowly Introduce Digital Media.

Fostering a safe online environment for your children starts at an early age. They should be introduced to the online world when they're young and taught the safest way to use it. Once they've been introduced to the Internet, set time constraints and do everything you can to ensure their technological devices aren't interfering with their sleep.

### Think Before You Post.

Many children will get their first experience with social media thanks to their parents, so lead by example by making appropriate, safe posts that do not reveal personal information. There should be no graphic or mature content on your feed as well, especially if it's public.



### Encourage The Use Of Strong Passwords.

Make sure your children know how to create strong passwords as well as the dangers of having a weak password. Teach them to use different passwords for each account and to never share their passwords with anyone outside of the family.

### Set Up Parental Controls.

Parental controls are great when it comes to streaming services and computers, but did you know that most smartphones also come with parental controls? On your child's smartphone, you can set parental controls for time limits as well as content restrictions. You can even choose which specific websites they're allowed to visit while blocking everything else. This is a great way to prevent them from stumbling upon inappropriate or harmful content.

The Internet can be an informative and enjoyable place for your children if you take the proper precautions. Teach them the basics of the Internet and preach safety above all else.

**“40% of American children receive cellphones before they turn 11.”**

## There is no better compliment than a REFERRAL and we have one heck of an incentive for you!

I have been growing this company since October 2000 primarily by word-of-mouth and, you guessed it, referrals. As a small business yourself, I am sure you love them just as much as we do.

Here is our offer to YOU....

Do you know of a business with 10 or more computers that needs our help? Just provide us with a name and we will do the rest. If we book a discovery “get to know them” call, you will get \$50 CASH! If they become a client, you get \$300 CASH! Cha-ching! Who couldn't use a little extra cash?



Go to: [www.cstsupport.com/referral](http://www.cstsupport.com/referral)

Get More Free Tips, Tools and Services At Our Website: [www.cstsupport.com](http://www.cstsupport.com)  
Or give us a call at 877.954.4100

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- Friday. If your work week goes into Saturday, feel free to leave it on till end of business that day. Shut them off at the end of your last workday. That will give you a fresh start on Monday. For those that like to leave their computer(s) on all the time, we are good with that too. If it starts to misbehave, or run slow, RESTART and try it again-before you call. If you rarely shut down, your computers resources get used up and can cause issues. A restart will often resolve them.
2. If something strange is happening or you get a message or email you aren't sure about – please call us before you just willy-nilly (technical term) start clicking on things. It saves us both some stress and phone support is FREE to our clients!
  3. Experiencing a problem with a vendor, like your ISP or printer company? Unless you want to play “monkey in the middle” just let us manage it for you. It makes it so much easier and we understand all the technical jargon. Plus, we can document resolutions in your DTM so if that same problem happens again, we can resolve quickly.
  4. Please, please schedule your QBR's (Quarterly Business Reviews). You should be getting an email each quarter to schedule a meeting with me. I promise it won't take long and it just gives us an opportunity to discuss any changes, upgrades, plans, additions, subtractions, etc. It helps me and my team plan for any projects eliminating the surprise factor. I will also review your inventory with you, talk to you about open tickets (if there are any) and get an overall view of how we are doing. If you have NOT gotten an email from me, please check your spam folders or call my office and talk to Sara. She will ensure you are setup in our system for those Quarterly Reviews.
  5. Communicate with us and be sure your entire team has our contact

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# 4 Ways Smart People Blow The Close



Picture this scenario: You've been working closely with a potential client for the past few weeks. During that time, you've been proactive and communicative. Anything that client needed, you took care of, but when it comes time to officially close the deal, something happens that makes the client unsure of whether they want to proceed with your business or not.

This is a situation I see all the time. I work with incredibly smart people who get asked to help some of the most successful CEOs and boards in the world solve their top leadership problems. When my colleagues are actively doing the work, they appear to be confident, caring and, at times, daring. But when it comes time for them to sell the work, many struggle.

Over the years, I've witnessed four common ways smart people fail to close deals.

## Hit Mute

I recently had a meeting with a billionaire CEO who was at the peak of his industry. He told me and my colleague about his concerns about hiring and leading talented teams across his portfolio of businesses. This was an easy sell for us. After the CEO talked for about an hour, he asked my colleague a

question to wrap up the conversation. Instead of answering promptly, my colleague's mind went blank and he didn't recover for 20 seconds. Though we recovered in this situation, clients want help wrapping up a conversation and turning it into an action plan.

## Don't Impose

I sat in on another meeting with a different colleague and CEO that went really well. My colleague was providing valuable and insightful advice in this meeting but let the meeting end without making an action plan or closing the deal. I asked him why he didn't close, and he said he didn't want to impose. We ended up giving this CEO hours of free help before he officially hired us.

## Too Complex

An issue that many smart people face is being overly complex and dominating the conversation. They have this desire to prove how smart they are and try to prove it in these meetings. When you try to overpower the conversation while discussing complex topics, you end up overwhelming or even insulting the client. Slow down and be conversational.

## Win The Argument

When you're trying to close a deal, the conversation should not be argumentative. I once sat in on a meeting where my colleague put his hand up and told our client, “Stop right there. I don't think your logic holds.” It did not go over well. To serve your clients, you need to understand and respect 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 best sellers. He stays active in his community and has advised many government officials.*

## Using Tech To Improve Your Customer Service Experience

Customer service expectations have grown over the last few years, and businesses have had to adapt to meet the needs of their customers.

Here are a few ways that tech can be implemented to improve the customer service experience.

**For Communication:** You can program a chatbot to respond to customers' immediate needs or questions on your website or app.

**For Interaction:** With the use of augmented or virtual reality, you can demonstrate how a product will look or work for your customers.

**For Personalization:** Through certain automation programs, you can ensure that your emails

appear as if they were tailored for each customer.

## The Growing Threat Of Ransomware

As the COVID-19 pandemic continues to slow down, technology experts fear that the next major issue to affect our country will come from the digital world. Throughout the pandemic, ransomware attacks have increased 500% and don't seem to be stopping anytime soon.

Ransomware attacks occur when a hacker installs software on a network that prevents the owner from accessing any of their devices or data. They essentially hold the business hostage as they demand a ransom payment.

To combat this, your business needs to put some cyber security practices in place to prevent ransomware attacks. This includes implementing offline backups and keeping your software up-to-date.

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information. We are here to help you and we can't do that unless we know there are issues. Remember, clients get FREE phone support, and ONE-HOUR of FREE remote time each month that many of you never use. So, struggling with your technology is not necessary. When problems arise, give us a call!

That brings me to those of you who are not yet "clients". Please make sure that whoever is helping you with your technology is knowledgeable and acting on your behalf. We recently spent 20+ hours trying to get possession of a domain the client thought they already owned. It was a previous vendor who did the work but never put the clients name on the account. With today's security measures, it is next to impossible to get possession of something without it feeling like nails down a chalkboard. Incredibly painful for us and the client. Remember, there should be documentation for everything and you should have access to it.

As summer comes to an end and kids are back to school, I hope you all take some time to just ENJOY!

*"Passionate NOT Pushy" ~ Lisa*

## The Clock is Ticking

If you know the foundation of CST, then you know we are all about family and it appears we are running out of time for some good old fashion summer "family adventures".

Even though we feel like summer vacation has only just started, all the commercials and promotions for Back to School have snapped us back to reality. Time to find those triangle shaped crayons!



In Northern NY we have until September to prep our littles for the return to classes. BUT as we move South, you are all on a time crunch. Our shopping lists are now full of folders and crayons while the wine and beer has moved down a bit (its never completely gone) but back to school is always a good thing.

So, with these summer days fading, make sure to hit the beach as much as you can and head to the park.

Spend these last few weeks soaking up all the time you can with the kiddos before schedules get crazy..



Jessica