

Polar Passage

"Tips To Make Your Business Run Faster, Easier And More Profitably"

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Chris Davis,
Polarverse IT Services

Mobile Devices: The NEW Train Robberies

With nothing more than some rope, a few guns and a lot of gumption, Jesse James committed the first train robbery in 1873. Although he and his gang were hoping for a windfall of gold bullion, they only made off with a meager \$2,000. After that, thousands of train robberies occurred and became common because trains were easy, slow-moving targets full of valuables traveling through unpopulated areas (the most common targets were trains carrying payroll shipments).

Crime has evolved in leaps and bounds since then, but one thing hasn't changed: there are a growing number of people in the world who have the motivation and the means to rob you blind. The only difference is that instead of getting a gun and holding up a bank or a train full of people, they're getting smarter and more sophisticated, using software, tools and malware to rob MILLIONS of people, simultaneously, while sitting at home at their PC. They are cropping up in droves in China, Brazil and Russia as the Internet and low-cost online tools and software become available. Worst of all? Businesses are giving these criminals MULTIPLE points of easy entry through unprotected, unmonitored mobile devices.

Every two seconds someone becomes a victim of cyber-fraud in the US. Over 82,000 NEW malware threats are being released every single DAY - and small businesses are cybercriminals' hottest target because of the low-end or nonexistent security controls they have in place. Combine that with the fact that more companies are allowing employees to access and store confidential data on their mobile devices AND the increasing litigation around data privacy, and you've got a perfect litigious storm that EVERY business must address if it is allowing employees to access and store company data on mobile devices.

That's why it's critical to have a Mobile Device Management system (MDM) in place. One breach of your company's information due to a lost laptop or Trojan introduced via a cell phone can cause a nightmare of reputational damage, litigation and lost clients, not to mention the loss of your hard-earned cash.

To help our readers understand what they need to do to protect their business, we've put together a free report, "7 Critical Security Measures Every Business Must Put In Place With Mobile Computing." To get your free copy, go to <http://7mobile.polarverse.com>

Focus On These 5 Words To Improve Your Sales

Awesome photos, catchy videos and fancy graphics are helpful, but the most important thing where sales are concerned is the words you use.

Why? Words build relationships. People buy from people.

Words can also guide your approach to sales, because attitudes are often based on words.

Here are some words that will definitely improve your sales:

Benefits. Some salespeople try to impress you with specifications and features, and in the process just make you feel stupid. Others work to understand your needs and solve your problems. Guess which type is more successful?

Customers only care about specifications and features in relation to how those qualities meet their needs. Start with benefits, help the customer feel their needs will be met... and then dip into specs if they seem interested.

Value. It's hard to compete on price alone. The key is to focus on value and not just on price. Create a suite of services. Create volume discounts based on economies of scale. Bundle related products or services or offer faster delivery schedules.

Shift your focus onto how the customer can get more, not how they can pay less.

Show. "Learn" implies the customer has to do some homework. "Show" means you will help. Customers buy from people who help them.

Emotion. While we like to think we're rational when we make purchase decisions, if that were the case Gucci, Coach and Porsche would be out of business.

It's impossible to rationally justify the purchase of many items. We may want them, but we don't need them. Every purchase satisfies an emotional need. Never lose sight of how potential customers want to feel.

You. You need revenue. You need to make a sale. Maybe you desperately need to make a sale.

The customer doesn't care, nor should they. Declining revenues, high targets or increasing internal demands are not the customer's problem, but it's easy for those factors to creep into how you approach a sale.

While you may desperately need to make a sale, only the customer can choose to buy — so always make the process all about the customer.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your FREE Copy Today: <http://www.polarverse.com/cloudreport>



Jillian's Toddler Times

If feels like too many sleeps since I got to do my times! I'm happy I get to share again! I got to see papa's new office and there is candy as soon as you get off the elevator! We had lunch at papa's desk and I got to explore the office and visit the front desk but was feeling shy that day. I'm really glad the warm is coming I got to ride on my scooter the other day and will be able to go to the park more!

I got to meet the Easter bunny early last week and will get to see him again soon. He always has chocolate, he's my new best friend!

Have you see papa's new logo? I really like it!



Chris' Desktop



Happy Easter everyone! I do apologize for not getting a March newsletter out but I've been in the process of switching service providers and the one I was originally going with totally dropped the ball so since Feb I've had no website up and no newsletter service. I switched to the same company that helps with my marketing efforts and within a week had things in place! What a difference and as you can see the newsletter is much different and way better I think!

I'm finally feeling settled in at my new office, it took some getting used to with having to leave early from home in the morning and having staff to answer my phone, etc but it is all wonderful in the end! Oh yeah and I now have four monitors on my desk all linked together! Yes 4 monitors it is awesome! I was finding it hard to stay on top of new tickets and appointments so this way 2 of the screens are almost always showing me that info!

And we now have a new company logo as you may have noticed pictured in this article (thought I'd give you a break from seeing my mug) the original round seal logo was something originally my wife and I put together over a weekend when the new name Polarverse was decided on. I still do like it, but it has always been a pain to fit in publications and so not very functional for the most part. The company now doing my website had a team that did logo design so in about 48 hours they had put something together I really liked, Jillian getting the deciding vote since she recognized the polar bear right away!

New Website! To go with the new logo (or vice versa?) we have a new website! Each month there will be a new TechTip added in addition to our newsletter with special offers and free information for your business!

As I write this I'm about to head out of the office for the Easter weekend and looking forward to fun with Jillibean! We have a few events planned and she (and us) are sure to have a great time!

Security Watch: Using Social Media While On Vacation

With summer vacation season right around the corner, here are some social media tips to keep you safe.

Like many things in life, it's important to "know thy enemy." And here's the scary truth: 80% of thieves are using social media sites like Facebook, Twitter and Foursquare. So here's what can you do to keep yourself safe:

1. As tempting as it might be to make your friends jealous by "checking in" at your deluxe resort in the Caribbean, resist the temptation. If you're in the Caribbean, no one is at home. And criminals know that. They are then free to destroy your home and steal anything valuable. What a way to ruin a vacation!
2. Resist the urge to post pictures too. If you're relaxing in your hammock, on the beach, with your umbrella drink, your valuables at home now have a bull's-eye on them.
3. Review your privacy settings. Make sure your Facebook posts are set to private. Twitter

and Instagram accounts are set to 'public' by default. Change these to private too, at least while you're on vacation.

4. As shocking as this might sound, you could simply unplug yourself for your entire vacation. After a day or two, you might even enjoy not having your phone in your hand every waking hour.

Follow these tips, and let your summer vacation be relaxing!



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"How come there's no Bcc between Bb and Cc?"



Polarverse IT Services

22 King Street South
Suite 300

Waterloo, On N2J 1N8
519.489.0646