



# BeckTek Journal

ISSUE 20 APRIL 2015

“As a business owner, I know 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 once and for all!” - **Scott Beck, President**

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## Windows Server 2003 Set To Expire July 14th!

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

### Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance. While the warning comes from an American government agency we in Canada need to take heed as well.

Unless you don’t care about cybercriminals running rampant in your company’s computer network, you MUST upgrade any equipment running this software.

### FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

During the month of April, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we’ll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, visit <http://www.becktek.ca/server2003> to get started.

Get More Free Tips, Tools, and Services At My Web Site: [www.becktek.ca](http://www.becktek.ca)



“ How often does he go online? ”



## Win With BeckTek Trivia

The Winner of last month's  
**Kristen Mitchell  
Dramis**

She correctly answered the question from last month: **What can be found at the end of the Leprechauns rainbow?**

c) Pot of Gold

Now, here's this month's trivia question. The winner will receive a \$25 Gift Card.

**What is April 1st commonly known as?**

- a) 1st day of Spring
- b) April Fools Day
- c) Fools Day
- d) Joke Day

**Email your answer to:  
newsletter@becktek.ca**

**\*\*Winner determined by random draw on the third Friday of the month and announced in next months newsletter. \*\***

We're Looking To Give You  
\$100  
(Or \$100 to A Charity of Your  
Choice)



Get the full details at:

**<http://www.becktek.ca/referral>**

## CUSTOMERS EXPECT MORE

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

**1. Customers are better-educated, more sophisticated and more value-conscious.** In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

**2. Competition is stiffer.** Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

**3. Technology is rapidly replacing peddlers.** People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

**4. Time has become a priceless commodity.** Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.

To survive in today's volatile marketplace, you need a clear and effective strategy. You need the skills to implement that strategy. And you need the know-how to make that strategy work for you. When you acquire and apply these things, you're demonstrating selling savvy.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

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## Shiny New Gadget Of The Month:



### LaCie Rugged Key

The LaCie RuggedKey is built to withstand accidental drops from heights far above what you'd encounter on your way to the office.

Its rubber construction is 100-meter drop-resistant. That means ultimate protection for your key – and your data – for all of life's little stumbles.

The RuggedKey has a USB 3.0 interface and file transfer speed of up to 150 MB/s, but it's also backward compatible with USB 2.0.

The USB also comes with AES 256-bit encryption for data security.



If you expect the world to be fair with you because you are fair, you're fooling yourself. That's like expecting the lion not to eat you because you didn't eat him.

## Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

**So let's tune yours up with six simple steps:**

**Step 1. Revisit your goals.** At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

**Step 2. Layer in your keywords.** The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

**Step 3. Strip out the clutter.** The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

**Step 4. Add in some personality.** Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

**Step 5. Take a good look at your profile photo.** A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

**Step 6. Get recommendations.** Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

### Tip Of The Month Windows Snip Tool

Ever find yourself wishing you could take a picture of what was on your screen and save or email it? You can and it's simple.

In Windows 7 and 8 in Windows search type snip and the snipping tool will become a selection. Click on and then utilize this easy to use software to take pictures of your complete computer screen or just portions of the screen.

## The Lighter Side: Easter Bunny Jokes



**Q: What kind of jewelry does the Easter Bunny wear?**

**A: 14 carrot gold!**

**Q: How does the Easter Bunny stay fit?**

**A: Egg-xercise!**

**Q: What do you call a rabbit that tells good jokes?**

**A: A funny bunny!**

**Q: Where does the Easter Bunny like to eat breakfast?**

**A: IHOP**

**Q: How do you know that carrots are good for your eyes?**

**A: Have you ever saw a rabbit wear glasses?**

**Q: Where does the Easter Bunny get his eggs?**

**A: From an egg plant!**

**Q: What kind of beans grow in the Easter Bunny's garden?**

**A: Jelly beans!**

**Q: What is the Easter Bunny's favorite type of music?**

**A: Hip Hop!**

**Q: How can you tell where the Easter Bunny has been?**

**A: Eggs mark the spot!**

**Q: Why does Peter Cottontail hop down the bunny trail?**

**A: Because he is too young to drive!**

**Q: What is the Easter Bunny's favorite dance?**

**A: The bunny hop!**

## Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we don't use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. 123456 was the No. 1 password used last year, followed by the classic, password.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or qwerty, or 111111, or iloveyou. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.



**FREE REPORT: If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.**

### PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"

Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

**You will learn:**

The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.

7 critical characteristics you should absolutely demand from any off-site backup service.

Where many backups fail and give you a false sense of security.

The #1 cause of data loss that businesses don't even think about until their data is erased.

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