

January 2009

The Network Doctor's

Prognosis Newsletter

New Year's in the old days...

The Romans were first to use January 1 as the beginning of the year in 153 B.C. Prior to that, March 25, the date of the vernal equinox or the first day of spring, was celebrated as New Year's Day.

New Year's resolutions are nothing new either, that tradition dates back to the early Babylonians.

Today, many of us vow to lose weight or change a habit, but the early Babylonian's most popular resolution was to return borrowed farm equipment. What a difference a few centuries make.

Now that you are well versed on the roots of this celebratory time, start 2009 with a fresh outlook on life.

The ultimate negotiation: A very tough customer requires special skills and a strong basis

In the world of negotiations, there are the easy ones (getting a discount on that lawnmower that you bought) and the hard ones (a difficult customer to whom nobody has ever been able to sell). It's the difficult customers that are the most interesting because they are a real challenge no matter what stage of negotiating you are in.

Let's take a look at this type of customer and see if we can come up with a strategy that will boost your chances of successfully concluding a negotiation with the customer.

Negotiations with a difficult customer rarely look like a formal negotiation with both parties sitting on different sides of the table. Rather, a negotiation with a difficult customer often starts out as a discussion and then steers into negotiation territory. That's why you as a negotiator always need to be ready to switch into negotiator mode when the customer wants to start negotiating.

One of the best things that you can do right off the bat when you are dealing with a difficult customer, says

Grande Lum, a negotiation training professional, is to take ownership of the situation. All too often customers become upset with the way things are going and they feel that nobody is stepping up to the plate in order to take charge and solve their problem. By accepting ownership of the situation and perhaps even going so far as to apologize if it is called for, you can diffuse the situation from the start.

Your next challenge is to find out why they are being difficult. There is a good chance that their motivation for being so adversarial has nothing to do with the deal that you are currently discussing. Rather, long simmering issues with your company, other people who work for your company, etc. could be spilling over into the deal that you are currently working on. Of course there is also the possibility that this is just the way this customer deals with anyone who is trying to get him/her to buy something - it's a negotiating tactic.

Lum has come up with a clever way to deal with difficult customers which he calls the ICON framework

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Resolutions: Quit smoking and boost productivity

Great! I have your attention. No, I am not talking about how to kick the habit. When I say "smoking" I mean the smoke that pours out of your ears when you get angry and frustrated with your computer. Quit the vicious cycle and boost productivity.

The Network Doctor can help you stop the madness. There is no longer any reason to slam your fists down on your keyboard, take out your anger on your defenseless mouse or spout red-hot comments to your colleagues (well, unless they intentionally sabotaged your workstation).

When computer troubles hit, take a breather. Just step away from the computer for a few moments, refresh your coffee or grab a water bottle, because it just takes one call to get things back on track.

Breathe and be productive... When you are calm and refreshed, give us a call. Our technicians can work with you to resolve the problems and get you up and running again quickly. Believe it or not, we are not in the business of selling computers, our goal is to create the most efficient network environment for your organization.

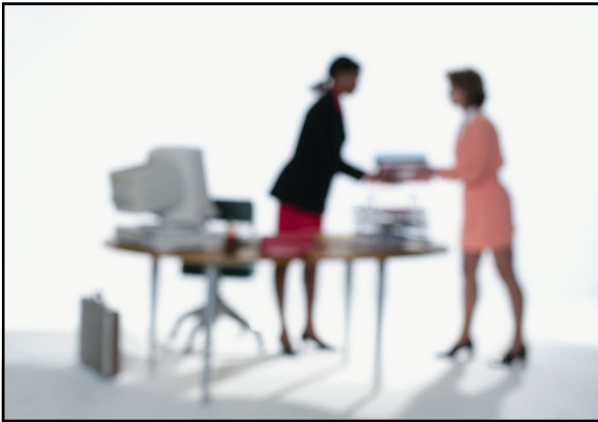
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The ultimate negotiation...

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for negotiation. ICON stands for the four steps that you need to move through during the negotiation: Interest, Criteria, Options, and No-Agreement Alternatives.



When using this framework, you first probe the customer for interest, then you use the information gleaned from this to establish a criteria that you can use to understand and persuade. Next, you brainstorm with the customer to come up with options and finally you make sure that you identify no-agreement alternatives so that you have a fallback option should the negotiations not work out.

If you are looking for a magical silver bullet that will instantly solve your negotiation problems with a difficult customer, bad news - it doesn't exist. However, if you can get them engaged and get them talking and into a problem solving mode then you've succeeded in getting them

working in the right process. In some cases this just is not possible with your customer. You then need to reach out to others who work at his/her company and ask for their help in understanding what is causing your negotiation problems.

Start negotiations with a firm platform.

As a business owner, one key area of focus is customer relationships. When these relationships flourish, you experience growth and build a positive reputation for your company. But, what if your internal processes were unreliable and unpredictable? Could you truly focus the necessary energies on providing good service and building excellent client relationships?

No matter if you are simply maintaining your client relationships or attempting negotiations with new customers, your company relies heavily on internal functions and processes to survive. Imagine if your computers went down, can you quantify the losses you might incur?

Don't let your internal operations slip.

Give your business the upper hand with The Network Doctor by your side. We will keep a close eye on your internal IT needs so you can get back to what really counts, your business.

Dr. Jim Anderson
www.TheAccidentalNegotiator.com



Quit smoking and boost productivity...

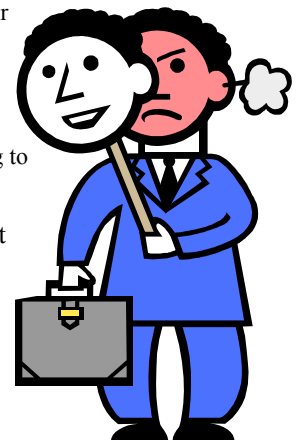
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So, quit fuming and boost productivity with our Network Eyes Management and Monitoring Agreement. The benefits are obvious, you can avoid expensive repairs and recovery costs with network monitoring and regular maintenance. You will experience faster performance, fewer "glitches" and practically zero frustrations that bring on those horrible smoke spouting urges.

Feel good about hiring an entire IT department without the costs of employing a new in-house division. For a flat monthly fee you will sleep easier knowing the "gremlins at the gate" are being watched and kept out of your network 24/7/365 and if you have a problem, our technical staff is ready to help you get back on track.

Don't forget, our Guarantee... We are so confident our service plan will kick your smoking habit, we are willing to back it up with a powerful guarantee:

We guarantee we will detect, diagnose, and prevent network problems from escalating into downtime. — *If by chance something slips through the cracks, we will work to restore your systems to their original operating state with no additional cost to you.*



February 17, 2009 — It's time to go digital!

Are you ready for all digital television? At midnight on February 17, 2009, all full-power television stations in the US will stop broadcasting in analog and switch to 100% digital broadcasting.

What does this mean for consumers?

The bottom line is that after the 17th, all analog TV sets must be outfitted with a special digital-to-analog converter in order to continue displaying full power over-the-air TV signals. Otherwise, these televisions will only pick up low-power station signals like those used for religious groups, local government stations or businesses.

Don't worry, if you have a newer television with a digital tuner or if you subscribe to cable or satellite, you will continue to receive all your favorite channels with clearer picture quality.

How to tell if you have an analog or digital TV. The best way to determine if your television is set to receive digital signals is to look it up in the owners manual. If the manual has mysteri-

ously gone missing, like mine, just type the manufacturer's name into Google to search for the information on the Internet. Or, take an up-close look at your television set. Basically, you need to see if your set has an input connection labeled "digital input" or "ATSC" (Advanced Television Systems Committee for the DTV format). If either of these exists your set has a built in tuner and you are safe.



General rules of thumb...

If you bought your TV before 2004, you need to purchase a "digital tuner" if you do not have cable or satellite service. Only a very limited percentage of projection TVs, 42 inches and larger, included digital tuners before 2004 and televisions on the market today may sell simply as monitors or "HD-ready" sets that do not include digital tuners either.

BlackBerry steps up to compete with Apple

The BlackBerry Storm is said to be the only true competitor for the iPhone. Research In Motion created this device with all the bells and whistles of the iPhone offered exclusively from Verizon Wireless.

The Storm combines four great devices in one small sleek package; a mobile phone, multimedia player, a social organizer and a productivity tool. The Storm has a 3.25 inch LCD high-resolution color screen much like the iPhone and has touch screen capabilities, a full HTML browser for the Internet and more.

The innovative touch screen keyboard seems easy to use and learns as you use it predicting words you may be typing as well as checking your spelling. This keyboard appears on the touch screen as a standard phone keypad or, when turned horizontally, appears as a full QWERTY keyboard.

Some new users have had difficulties typing on the new touch screen keyboards, others will never go back to standard keys. Keep in mind, switching to a new device always has pros and cons. The question is how useful the gadget is for your needs and if the learning curve is worthwhile.

Stay connected with reliable service and push e-mail. With Verizon services, the BlackBerry Storm offers the internet through a full HTML browser so you can surf the world wide web anywhere anytime. The Storm's browser even includes a cursor you can use to select items on the Internet or view pictures and videos quickly.

Calling all socialites... The Storm also comes preloaded with full, custom versions of Facebook and Flickr. Now you can take pictures while you're on vacation in Hawaii and share them instantly while your toes warm in the sand.

Five instant messaging applications like Google Talk, are also available for easy contact with your friends on the go. You can even attach pictures or video to the messages to enhance the experience. With the Storm, you can swap out the memory card anytime, storing movies on one and maybe pictures on another.

Work on the go is easy too. You can receive every e-mail message as soon as it hits your com-

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“We make all of your computer problems go away without the cost of a full-time I.T. staff”

*Ask us about our fixed price service agreements —
Computer support at a flat monthly fee you can budget for
just like rent!*

Blackberry steps up to compete...

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puter's inbox with e-mail push. The device also includes enterprise features, like Microsoft Office programs, so you can download, view, edit, save and send Excel spreadsheets, Power-Point presentations and Word documents.

The Storm also has 3G modem support. Simply, plug your phone into your laptop and feed your computer an internet connection similar to a low grade DSL. This is not an ideal connection for heavy users but, can be a life saver in a pinch.

Just think of what's next...

Twenty years ago, cell phones were expensive and didn't offer much more than the typical home phone service, other than mobility. Now, mobility is just the icing on the cake.

The Starfish Thrower...

A man was walking along the beach early one morning when he noticed a young boy who appeared to be picking something up off the shoreline and throwing it out into the sea. As the man got closer to the boy he saw that the objects were starfish, and that the beach was covered with hundreds of them that had washed up on shore the night before.

The man watched the boy for a few minutes and then decided to approach him. “Why in the world are you out here so early in the morning throwing starfish into the water?” he asked.

“If these starfish stay where they are when the mid-day sun comes up, they will die. I come here every morning to throw them back into the sea so they can live,” he replied as he continued his work.

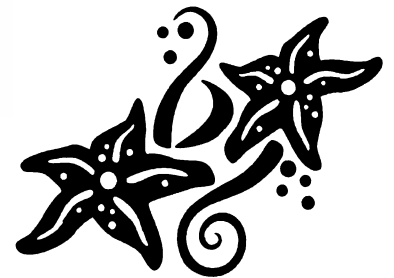
“But that is ridiculous!” said the man, “Look around you. There are thousands of miles of beach and millions of starfish. The sun will be up within an hour. And tomorrow morning they will all wash back up again. How can you believe that what you are doing could possibly make a difference?”

The young boy picked up another starfish, paused thoughtfully, and remarked as he tossed it out into the waves, “It makes a difference to this one.”

While we know we can't save all the people in our area from the challenges, problems, and perils of running and growing a business, we take great pride in knowing that in our own small way, we are the starfish throwers, making our own small contribution to their success.

This new year, we want to thank you for the trust and confidence you have shown in us over the years. Whether you are a soon-to-be new customer or long-term client, we truly appreciate your business and look forward to serving you in the new year!

Bob Jenner, President
The Network Doctor



Start 2009 with peace of mind — Get a \$495 Backup Audit *Free!*

Automatic backup service from The Network Doctor eliminates the risk of fire, flood, theft, hard drive failure, or even human error! Your precious data is automatically and securely backed up locally, then sent across the Internet to a secure data center. Your files remain local, for easy, instant retrieval. In fact, you can get any file as it existed in the past 14 days within just a few minutes.

Try that with a tape drive!

The best part is you don't have to do anything. It happens automatically, as often as every 15 minutes!. No swapping tapes, no remembering to hook up the backup drive. Even on holidays! And it's secure enough for health care/HIPAA companies, law firms, and other sensitive data.

So, you can focus on what really matters... your business.

We are giving away 10 FREE Backup and Disaster Recovery Audits in January! Reserve yours Today!