August 2022

DataGrams

Action Items In This Issue

- Implement MFA in Q4
- Read FREE REPORT
- Send updated email marketing campaign

WHAT'S INSIDE?

Coming up in the next issue

- Setting Quarterly Goals and KPIs
- Hiring Talented Teams
- NEW downloadable Free Report

This monthly publication provided courtesy of Richard Frielink, Founder & President of Data-Link

Our Mission:
To provide IT solutions and services that allow our clients to succeed in an ever changing and challenging business environment.

Priority For Q4: Implement MFA

Setting quarterly goals and KPIs can be an exhilarating experience but planning the time sit down to do it can be a challenge. Once you're done, though, you have a solid roadmap to what your company is striving to accomplish next quarter.

We're only 1/3 of the way through Q3 but all of us will be setting Q4 goals soon so I'll help you with the first one. Here is a priority goal to complete by the end of 2022:

Implement Multi-Factor Authentication (MFA) for *every* software login in your company.

MFA systems (sometimes referred to as 2FA, two-factor authentication) require two or more pieces of evidence– your credentials- to verify a user's identity and grant them access to an account. MFA provides reliable assurance that an authorized user is who they say they are, thus minimizing the possibility of unauthorized access.

Credentials fall into any of these three categories: something you know (like a password or PIN), something you have (like a cellphone or smart card), or something you are (like a fingerprint).

You've used MFA if you've ever:

- Swiped your card at and ATM and entered your PIN.

- Logged into a website that sent you a numeric code on your phone, email, phone call or via an app and then you entered the code to gain access to your account.

We've had some push back, some nay-sayers around MFA due to the extra steps needed for their staff to log in. They say it limits efficiency and production numbers. Well, they're preaching to the choir...

In the information technology world that I live in, security is our "thing". I have no fewer that 4 different authenticator apps for various software logins to utilize MFA and a locked password manager. No two passwords are alike and, at last count, I had about 150 of them. I hear you when you say it's a pain to use MFA for everything… but would you, as our client who depends on the soundness and diligence

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of Data-Link's security, prefer us to be more worried about production times that we don't take every precaution to minimize the risk of a breach to our systems? Surely not. I'm sure *your* clients (and staff, and investors) would like to know that you're doing everything you can to protect their data, too. MFA is the answer.

The National Institute of Standards and Technology (NIST) reports that 54% of consumers use 5 or fewer passwords for all of their accounts. Once a thief cracks one, it could cause a "domino effect" that allows hackers to take down multiple accounts. In order to breach an MFA protected access point, the hacker would need both your password AND your MFA/2FA authentication method to log in as you.

How To Set Up MFA For Your Company

Take an inventory of all software/programs your company uses and contact your IT provider (or us) to discuss your options for MFA on each of your applications/programs/software (standard hourly billing applies).

Be advised that some legacy systems that are commonly used in manufacturing do not support MFA. In these cases, we especially promote a defense in depth strategy that leverages multiple security measures to protect an

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organization's data assets.

Setting up MFA for your company may take some time, but it will be well worth it knowing that your business's accounts, whether your users are accessing on-site or remotely, are exponentially safer from cyber threats. Additionally, cyber insurance policies are beginning to require it.

In my opinion, a commitment to keep cybersecurity top of mind with every decision, however mundane or paramount, is the most important value a CEO can instill in their business's culture. And we're here to help you through it.

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Learn about NIST and "the framework":

NIST Cybersecurity Framework*: This voluntary framework consists of standards, guidelines and best practices to manage cybersecurity risk.*

https://www.nist.gov/cyberframework

Client Spotlight
Nut Farm Woodworking

Draftsman and Pre-Fabrication Manager, Chad Jamerson, of Jamerson & Bauwens Electric quit his job in April 2022 at his family's multi-generational business to fulfill his lifelong dream of becoming a professional woodworker.

The business's name, Nut Farm Woodworking, derives from the fact that all wood sourced for company's projects is hauled down from a nut farm in Wisconsin his family owns.

"The black walnut epoxy coasters have been my best seller so far, the coasters are everywhere now," Jamerson says, "but my favorite pieces to craft are the custom pieces."

You may have already seen some of Nut Farm's handiwork :

- Custom-logo coasters for local corporate, not-for-profit, adult league team goodie bags and new employee onboarding gift sets.
- Cubs/Sox/Bears/Blackhawks gift sets were a hit last Christmas.

"I did a custom gun box recently as well as a custom pool cue holder and a custom epoxy coffee table and bar top that look like a thick, long, rustic versions of the epoxy coaster. Some folks have very cool ideas and know what they want, others want help with their design. It's a pleasure to craft them and make their ideas come to life."

"As a new business owner, I have plenty of things to manage. I don't want to have to worry about damage to my computer costing me my designs or customer list. I was referred by a friend who said Data-Link could back up my files and keep my computer secure. Data-Link has been around along time and they seem to really know their stuff."

Visit:
NutFarmWoodworking.com
(847) 456-9671
sales@nutfarmwoodworking.com

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.

🟧 Thank You For Calling!

Thank you to those who called in a referral this month, sent topic requests for the Weekly IT Tip emails, requested more information or sat for an appointment. And a special thank you to our 2 new clients! We appreciate you!

🟧 Designing A Fool-Proof Email Campaign in 12 Steps
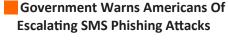
As promised in July's newsletter...

1. Collect ALL the email addresses via a free report or newsletter opt-in on your website. Get every email address from every visitor to your website so you can continue to market to them.
This is the #1 takeaway from this article.

2. Make sure your email is coming from a person, not a company.

3. Your message should be about the reader, not about you. What can you do for them? What pain points can you eliminate? How?

5. Keep the email short. 3 sentences per paragraph and utilize white space.

6. Highlight what your reader can learn by clicking through your link(s). The ultimate goal is to get them to your website and sign up for the opt-in. (Free report, newsletter etc.)

6. Make sure <u>all</u> links work and point to the right place.

7. Add a clear call to action.
(i.e. "Sign Up For Our Newsletter!")

8. Test the mail by sending it to yourself before you schedule to everyone.

9. Proofread for grammar and typos. Any time you make a new edit, send yourself a new test.

10. View on your desktop *and* mobile phone to see how it looks.

11. Send different emails Tuesday, Wednesday or Thursday. Twice a week is plenty.

12. Track and document the results. Measure how many emails you send, what you sent, to whom, what day of the week, time of day. Use email analytics if available.
**** NEVER SPAM!*****

I didn't see any compliance issues.

CartoonStock.c

🟧 Government Warns Americans Of Escalating SMS Phishing Attacks

SMS (text) phishing is commonplace. I receive at least 2 per day to my cellphone. Same safety rules apply to handling these "robotexts", as the FCC calls them, as phishing emails. <u>Don't respond, just DELETE </u>if you don't recognize the number. Many phishing texts will come from a 'trusted' name like USPS, Amazon or the IRS. Remember, the IRS will mail you a notice if they need you to take action. They won't call or text.

🟧 "I received an email from… ME!"

Do you send yourself quick notes from your email to your same email address? Many do.
Have you ever received an email from yourself that you *didn't* send to yourself? Watch out, it's a spoofing scam. If you are familiar with how to change the sender name in your email, which is not difficult, you can see how easily a hacker can show the email came from you.

🟧 Winning More Business with the "Phases of No"

Negotiations can be lucrative if you know how to navigate them and stand your ground. After laying down some empathy (thick is not thick enough) start padding in the "Phases of No".

1. "How am I supposed to do that?"
2. "I'm afraid we can't do that"
3 . "That doesn't work for us"
4. If all else fails, "No"

Check out former FBI Lead International Kidnapping Negotiator, Chris Voss's book "Never Split The Difference". Chris has taught business negotiation in MBA programs as an adjunct professor at USC, Georgetown, Harvard, Northwestern, IMD in Switzerland and The Goethe School of Business in Frankfurt.