

## Tips for Effective Prospecting

### IN-PERSON COLD CALLING

- After finishing an appointment, stop in to talk to the receptionist of the business next door and introduce yourself.
- Offer the receptionist your business card and ask for the name of the person responsible for determining their company's purchasing needs.
- Leave a hand-written note with your business card.
- Send thank you emails to the receptionist.

### COLD CALLING

- Before you call, have your objective clearly defined. Don't ramble.
- Avoid selling the product. Your primary objective is to meet face-to-face.
- Use the prospect's name and confirming words to increase rapport.
- Never interrupt a prospect regardless of what they are saying.
- Don't wait on a return call from the prospect; you could lose your account.
- Confirm the outcome of the conversation with a letter. Emails are impersonal and can be too easily deleted.



## The Enduring Popularity of Paper

Our ever-increasing dependence on digital devices has led to inevitable changes in the workplace. One of the most significant adaptations of the modern office is a reduced reliance of paper. While the slow decline in office printing continues, a study revealed its decline has actually slowed thanks to an unlikely reason: the popularity of paper among millennials.

InfoTrends surveyed 750 office workers on developments in office printing. The data they collected did show, as expected, further evidence of the decline in office printing. However, unexpectedly, they discovered no evidence of a generation gap in office worker's attitudes towards paper. More specifically, participant responses were consistent across all age groups, including 18-29 year-olds, which does not support the conventional wisdom that millennials are so completely sold on going digital that they'll help fast-track the demise of paper use.

Why do millennials like working with printed documents as much as older generations? Just like with their predecessors, when it comes to reviewing and editing documents, they prefer to do these types of work with paper documents rather than electronic versions. While it seems a great deal of our lives are spent staring at screens, some activities are just more conducive for a piece of printed paper. Despite the many differences among generations, that simple fact is something we share regardless of the year we were born.

## Why You Should Never Eat at Your Desk Again

**You need to get out of your chair for your health** – Studies show that sitting for too long can shorten your life span. It increases our risks of cardiovascular disease, cancer, type 2 Diabetes, and strokes. Spending all day at our desks can also lead to anxiety and depression.

**A break actually improves your productivity** – Forgoing a change in your environment all day hampers creativity, concentration, and innovation, reducing your productivity. Getting up, stepping away from your desk, and changing your environment is a proven way to sustain attention, concentration, and energy levels.

**Your desk is unsanitary** – We should all be familiar by now with how unsanitary our work spaces are. Our desks are comparable to—if not dirtier than—toilet seats when it comes to harboring bacteria. Eating food at your desk is extremely unsanitary and can make you ill.

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## Document Management Makes Life Easier for SMBs

Staying organized in a small- to medium-sized business (SMB) can be difficult. SMBs frequently struggle matching workload demands with the number of employees they have on hand, which oftentimes leads to clerical errors and disorganization. But, did you know that staying organized with tools like document management software can actually save you time and money? Here are a few key ways document management makes life for SMBs easier.

**Streamlines Records** – Forget about figuring out where to place another file cabinet and ditch your storage unit—and the invoices that come with it. With document management, you reduce the amount of physical storage needed to maintain records. Better still, the software is designed to help you remain compliant, so you don't have to worry about your next audit.

**Facilitates Communication** – Document management provides an SMB with the ability to easily communicate as teams without fear of misplacing a paper document or working on an outdated version of a file. Your employees will collaborate on projects better, streamlining workflows and maximizing productivity. Moreover, digitized, well-organized files allow employees to work remotely, so you can increase access to data while keeping overhead down as your business grows.

**Enhances Security** – Instead of being unsure about whether or not your employees are snooping in your confidential business files, document management lets you gain control over access to sensitive documents. This software allows you to limit access to HR and accounts payable records that contain bank account information, social security numbers, credit card information and more, keeping your confidential data secure.

**Improves Disaster Recovery Backups** – Document management solutions nearly always come with a disaster recovery plan that backs up your data in the event of an emergency or if your files are held for ransom (ransomware). Allowing software to back up your files instead of worrying about how to stay compliant if your office floods is one way document management can make your life easier.

Document management can take away some of the stress of being an SMB owner. Let the software streamline record keeping and your workflows while enhancing backup and security and cutting costs. Contact us today to learn more about our document management solutions for SMBs.



*"Document Systems has help us manage our printing needs company-wide by managing our copier and printer needs at a number of offices. They allow us to run efficiently by providing great customer service. We are able to provide our clients with high quality products because of the devices purchased from Document Systems. Producing products in house saves us time and money, and we can provide those saving to our clients. Thank you for your help!"*

Katie Stanulis  
Rincon Consultants, Inc.

## Tips to Avoid Unproductive Conference Calls

Here are a few tips to make your next call a quick and productive one.

**Set a time limit** - Thanks to our fleeting attention spans, humans find it difficult to focus on one thing for longer than eight seconds. The longer a conference call, the more likely that the participants will find other things to occupy their minds. To keep your participants focused, the call should be no longer than ten minutes. This way you can address the important issues and your employees will not have enough time to multitask, giving you their undivided attention.

**Keep the guest list short** - Another way to increase productivity in a conference call is by ensuring only those vital to the meeting participate in the call. A general rule of thumb is that a conference call should involve five people or fewer. Everyone in the call should have a speaking point or report for the meeting.

**Have a Set Agenda** - If you're unsure of the need for a conference call, then it may be likely that you don't need one. Having a clear agenda helps expedite a conference call and keep it within the parameters of its purpose. You can outline goals and keep track of decisions made and easily pick up where you left off.



## Why Hackers Target Small Businesses

As cybercrime around the world continues to dominate the news, consider the following reasons why your SMB may be at risk.

**Downplaying the Risk** - SMBs tend not to invest in data security measures. According to the United Nations Office on Drugs and Crime, 65 percent of SMBs have no formal cybersecurity policy in place. This lack of awareness and preparation make SMBs low-hanging fruit for small-scale individual hackers and sophisticated cybercrime rings alike.

**Easy Access** - Anti-malware software companies have the arduous task of keeping up with the latest advancements in hacking tactics, which, in turn, requires businesses to continually update and patch the software that they rely on for protection. Without dedicated IT professionals on staff or if you only have one IT guru responsible for a breadth of duties, these updates can slip, opening the door for hackers to attack.

**Big Payoffs** - Hackers have the power to leverage your company's stolen information for payment, whether they sell your files to a third-party or hold them for ransom. The cost of a cyberattack or data breach can be astronomical, costing SMBs an average of \$217 per stolen record, according to a Ponemon Institute study.



## Improve Customer Service with Common Courtesy

Exhibiting common courtesy is the foundational guideline for great customer service. So, consider the following standard common courtesy practices to ensure your customer service is top notch.

**Hide Your Phone** - The presence of your smartphone during a face-to-face meeting suggests that the information on your phone—whether it is a call, email, text, or social media post—is more important than your current conversation.

**Email Courtesy Counts** - Because a great deal of our work interaction is conducted via email, it is important to consider email standards as well. Responding to emails within 24 hours throughout the business week is a good rule of thumb. Remain professional by avoiding text-based slang such as LOL or b4 (before).

**Remember the Golden Rule** - Treating others as you want to be treated is applicable to customer service encounters as well. In everyday transactions and when making big purchases, pay attention to customer service tactics that work as well as ones to avoid.

## Can You Really Trust Remanufactured Ink Cartridges?



One of the areas many companies seek to save money in is their office equipment; particularly, printer consumables. This often leads purchasers to turn to remanufactured ink cartridges, as they generally cost less than new cartridges. But can you really trust a remanufactured printer cartridge?

**Inferior quality** - Remanufactured ink cartridges are rarely held to the same quality and consistency standards as those from a reputable office technology vendor, which have multi-million dollar research and development programs behind them along with rigorous testing protocols.

**Lower page yield** - Reputable vendors can provide accurate page yields for their printer cartridges thanks to their thorough testing and consistent production processes. However, a remanufactured cartridge simply can't be counted on to produce a predictable page yield.

**Damaged printers** - By utilizing lower quality ink in a remanufactured cartridge, you run the risk of doing permanent damage to your printer. Repeating poor print jobs will lead to an increase in wear and tear on your office equipment, while low-quality ink can lead to buildup on heat resistors and cause clogs that lead to failed or damaged nozzles.

## Hot Products

### MP C6004

You take your work personally. Why not use it to your advantage? Use what you know about your everyday tasks to customize digital workflows on the RICOH MP C4504/MP C6004 Color Multifunction Printer (MFP) with our Workstyle Innovation Technology.



- Print Speed: up to 60 PPM B&W and color
- Network Ready
- ENERGY STAR Qualified
- Maximum print resolution: 1200 x 1200 dpi
- Max Paper Capacity: 4,700 sheets

### MP C4504

You take your work personally. Why not use it to your advantage? Use what you know about your everyday tasks to customize digital workflows on the RICOH MP C4504/MP C6004 Color Multifunction Printer (MFP) with our Workstyle Innovation Technology.



- Print Speed: up to 45 PPM B&W and color
- Network Ready
- ENERGY STAR Qualified
- Max Paper Size: 12" x 18"
- Max Paper Capacity: 4,700 sheets



## ImageRunner Advance C5535i

The imageRUNNER ADVANCE C5500 Series is designed to improve office productivity and to deliver high-quality color output for demanding office environments. These intelligent systems provide an intuitive user experience and support Canon's holistic business solutions.

An intuitive user interface with a large, responsive color touch-screen with smart phone-like usability helps make carrying out tasks easy. My ADVANCE enables a unique, personal experience, creating a customized user experience tailored to meet each user's workflow needs. Scan and convert documents in to searchable PDF, Microsoft Word, and Microsoft PowerPoint files through a single-pass, duplexing document feeder that holds up to 150 originals.

- Print Speed: Up to 35 ppm
- Maximum Print Resolution: 1200 dpi x1200 dpi
- Network Ready
- Standard Duplexing
- EnergySTAR qualified