

Tips for Turbulent Times: The “Hard Dollar” Value of Trust

Working with clients in our role as Trusted Partner for business communications,
we create “win-win” scenarios and hard dollar savings

What We’re Hearing:

As a trusted partner and provider to our clients, we are hearing many say that as the widespread economic downturn spreads, they are concerned with what to do about aging assets. For instance we have noticed a common theme that goes like this: “Our current communications hardware is coming to the end of its life expectancy, but we don’t have a budget to replace it—or we’re concerned about making any investment right now.”

How We’re Helping:

As their trusted advisors on how to optimize business communications, we are well-prepared to help. We are masters of the “win-win” scenario and know how to upgrade or replace systems to take advantage of the improved technology that enables better business operations, while capping—and even reducing—monthly costs. Here are a few examples:

- We helped a large metropolitan park district reduce monthly recurring costs by over \$1,500 while improving the connection between distributed locations.
- We helped a popular comedy club reduce costs by over \$1,000 monthly by providing conferencing services in house while increasing their ability to handle more box office calls during their busiest times.
- We helped a gift card supplier make it easier for their customers to reorder gift cards via the telephone and automatically incorporated them into their order entry system—while saving more than \$800 per month.

Review—Save—and Get a Sweat Treat

Let’s get together for a short review of your situation to see how we can help—especially during a time when every dollar counts and you really need a trusted advisor. We may have just the right creative solution for you as well as a way to save “hard dollars” while improving your operation even in these tough times. Plus, get a special treat. We’ll bring you our very own glass candy dish filled with delicious chocolates – you munch, we’ll work, and then you reap the savings!

Recently we posed an important question:

What is vital to small and mid-sized business owners as they maneuver through tough times due to our national economic crisis?

The Answer:

Trust and smart financial decisions—and we know because we benefit from this in our own business.