

**Salesman OR Negotiator**

By: Lee Miller

My Tuesday evening routine as a volunteer advisor for SAE at Mount Union College is MBWA (Management By Wandering Around). A recent tour found Steve, the current President, sitting at his computer listening to T.V., doing a term paper, intermittently responding to a variety of friends on "instant messenger" (how do they do that with no capitalization or punctuation?) and telling his buddy on the cell phone to hang up and get on line. – And I thought I could multitask! Most gray hairs would shake their head assuming that level of multi-tasking could only result in less than desirable use of that \$23,000.00 per year tuition. Fact is he is a double major (History & Computer Science) Junior with a 4.0 GPA!

Ironically, the next day I spent three hours listening to National Speaker, Sam Bowers explain how "Steve" fits into the Technology Revolution (TR). Considering the Industrial Revolution took 150 years to mature and we are just 100 months into the TR I hate to think what the Steve's of the world will be doing in ten, fifteen or twenty years! . If you think we have moved forward at computer speed in those 100 months just wait – the pace is quickening.

- Change has moved to computer speed

- Innovation has moved to computer speed
- Personal Interaction has moved to computer speed
- Service has moved to computer speed

If you're saying "so what" you're probably over 31 years old and haven't bought into what the TR has done and will continue to do.

Let's take a look at just one little facet called sales and marketing. Bowers would suggest that our selling and relationship world is quickly moving to a buying or purchasing world! He makes the point as follows – If we are 31 or older, with an MBA we studied "sales icons" such as IBM, Xerox, Kodak, Sears & NCR. Where are those names today? And what kept them from being Wal-Mart, Lowes or Home Depot? Bowers would suggest that today's successful corporations are using technology to find products and services that meet their needs. Research is done on the Web to find a hand full or less products/services that are just "good enough". They have NO interest in "better than" only in what is "good enough". Quality is a given. Those who are "good enough" are contacted and invited to a negotiating meeting – NOT a sales meeting – to negotiate a price. A negotiator is expected to have his

P&L statement and be prepared to remove from the selling price what the old school might consider fixed costs. The new school moves items like sales and entertainment costs to the variable side of the world and since this particular customer does not see sales people and can not accept any form of entertainment – please remove those costs from your selling price. We have all seen those signs in corporate lobbies, often without a receptionist, "Sales calls by appointment only" and in a few years they will say "Corporate policy prohibits sales calls."

As an example, after Wal-Mart has found three or four vendors who are "good enough" they are told to bring a negotiator with a P & L statement and no sales persons. Upon arrival they are escorted to a negotiating room where the following discussions might take place:

**Wal-Mart:** How much do you spend on "accounts receivables" as a % of revenue?

**Vendor:** 2.1 %

**Wal-Mart:** We will pay you by wire transfer on the day and time of your terms and conditions so please reduce your price by 2.1%. We will not pay for you to collect money from other customers who have poor pay habits.

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## The Mind is a Terrible Thing to Waste The Same Adage Applies To Scanners

By: Berni Hliviak

One of the initial major purchases incurred when starting up a records storage business is your scanner. Without this item and its peripherals, you couldn't conduct the day-to-day operational activities in this field. By the same token, it is possibly the most "abused" item in your inventory. The scanner is used in a warehouse, in a truck, and at the customer location. The scanner can be dropped from a lift, banged into the side of the rack, used in a dusty environment, and a myriad of other activities detrimental to the longevity of this investment.

During the initial training period, customers are instructed how to maintain the scanner. The following outlines some suggestions for keeping the scanner in tiptop condition and thereby saving on costly repairs.

- Keep the box and bubble wrap the scanner comes in so it can be used to send the unit back to us for testing or onto PSC for repairs.
- We suggest purchasing at least two Nicads for EACH scanner. Rotate the batteries on a daily basis—recharging the idle battery.
- We also recommend purchasing a holster to protect the scanner.
- Check the switches in the battery chamber – put them in the up position for Nicad batteries and the down position for Alkaline batteries.
- Recondition the batteries once a week using the battery charger. This will drain the battery completely and then fully charge the unit.
- ALWAYS keep a CHARGED battery in the scanner – failing to follow this procedure could result in draining the internal battery which could necessitate costly repairs.

- Before sending the scanner to ASI, try to cold start the unit. INSTRUCTIONS: Pull the battery half way out and while pushing it in hold down the alpha and enter keys. You should hear a double beep. **Please be advised COLD STARTING your scanner will erase all scans on the unit.**

- Before sending the unit in for repair, contact someone in ASI support and perhaps they can walk you through "cold starting" the unit or running the scanner through some additional tests. There might be a simple problem that can be rectified by support, saving you downtime and repair charges.



- Always include a note indicating who is sending the unit, who we can call should we have any questions and detailed information as to the problem you are having with the unit.

- Address the shipping label to Andrews SOFTWARE and to the attention of one of our support team members.

- Current lead time for repairs is 3-4 weeks. Keep in mind if you do not maintain the scanner, this could result in being without the unit for an extended period of time.

- We recommend that you do NOT ship the unit with the Nicad battery. Change the battery switches to the down position and install alkalines.

Should you have any other questions regarding your Percon unit please don't hesitate to call.

## Salesmen Vs. Negotiator Con't...

OR

**Wal-Mart:** What are your entertainment costs as a percent of revenue?

**Vendor:** 4.6%

**Wal-Mart:** We found you on the Internet – We do not see sales people and corporate policy prohibits any Wal-Mart employee from accepting any form of entertainment. In addition to not paying to entertain other customers employees we will not pay to entertain our employees who undoubtedly add their meal and entertainment costs to their expense account – so please lower your price by 4.6%.

Bottom line what most of us consider to be "fixed costs" must become variable costs and we must be prepared to negotiate these costs out of the selling price. By the way our marketing budget will probably go up as we make sure the customer finds us on the web or other marketing location. Customers and prospective customers are or will be:

- P & L Driven
- Functionally Driven
- No Costs are Fixed
- All Costs are Changeable
- Costs are Not Related to % of Revenue

Customers pay for what they want, not what we deliver.

Old School	New School
Quality drives higher price	Quality improvement – lower price
Provide more than expected	Meet expectations to control cost
People want face-to-face	People avoid face-to-face
Personal relationships have value	Relationships ONLY allow last looks
Scarcity has value	Mass customization

I trust you got the point so I'll end by saying that Sam looks forward to those Internet bids asking for a price reduction each of the next 5 years. He suggests if we are over 31 years old we all hire at least one person under 31 and make them responsible for searching the web for every item we purchase looking for items that are "good enough" and then ask for a price. Each of us should apply the same buying policies as our customers. And remember the 32 year old started 1<sup>st</sup> grade in 1977 and completed college in 1993 giving them the same basic technology skills as the 60 year old.

P.S. We hired Steve as a summer intern.

## Welcome ASI's New Additions



Hi, I'm Tony DiFranco and I joined the Andrews team as Network Administrator in November of 2003. I have 10+ years experience working on networks and PC's. When I'm not working on computers my interests include gardening, science fiction, history, movies, sports, camping, travel, and music.

I'm Mindy Arnold and I am joining Andrews Software as a member of the support team. Although I am new to ASI, I have been with Andrews Records for the past 2 1/2 years. While working as an inside customer service representative at Andrews Records, I have used VCK, VVK and IK on a daily basis. In my spare time I enjoy movies, reading, outdoor activities, and spending time with family.



## Have you Converted?



There are still some record centers on the DOS version of Corporate Keeper. We would like to encourage all those remaining on this version to upgrade to the Visual Corporate Keeper (VCK). The Visual Corporate Keeper is a fully integrated 32-bit application that has helped many record centers automate procedures, lower costs and increase revenue and productivity. Some of the new features you'll find in VCK are:

- Customizable Data Entry Screens
- Archive Billing
- E-Billing
- System Integrity & Management Reports
- Scan Error Notification

Don't wait any longer! Call today (1-800-807-2093) to schedule your upgrade to Visual Corporate Keeper!!!

## What You Should Know About Your System By: Kevin Baird

In most cases, Windows is your operating system for your computer. It controls the way you interact with your computer's hardware. What many people don't realize, is that the real purpose of Windows isn't to make your experience with your computer better, but to give developers a prebuilt environment from which to rapidly develop applications that you can use.

Seriously, if you think about it, if you went out and bought Windows XP and installed it on a computer with no operating system, you'd find that shortly after the install, there is still not very much you can do. In fact, if Microsoft didn't package additional software with Windows, there would be nothing you could do with the computer until you installed something. The fact is, the OS isn't there for you, its there for the developers.

Your Operating System is filled with tools that developers can use to take control of almost every aspect of your computer. Microsoft gives developers access to these tools that allow developers to do in one line of code what would have taken hundreds, or even thousands of lines back in the days of DOS. For instance, we don't have to worry about creating a mouse driver that can take input from the mouse clicks and turn it into actions on the

screen. We can assume you have a mouse, and even if you don't, the operating system will provide you controls to manage the cursor. We don't have to worry about the graphics your computer is capable of. If you can't see our high resolution graphical image, the operating system will present it to you in a form your computer can handle.

While all Operating Systems have similar powers and features, Microsoft's also allows developers to use common applications in conjunction with each other. (And is also the reason for Microsoft's lawsuit troubles with the Department of Justice.) For instance, if I create an application and I would like to have that application contain a webpage, I can use tools in the Operating System to embed Internet Explorer into my program. The same can be done for Microsoft Media Player (To play videos and/or music in an application), Excel



spreadsheets, or any other common program. This cross application compatibility provides developers a great way to produce applications with features that users are familiar with. The downside to this is that since there are so many tools, and

so many different applications, there are often security holes in many of them.

One of the most common examples of this is in Microsoft Outlook. This email program shares features and functionality from many other Microsoft applications, including Microsoft Word, and Visual Basic. A virus writer would send a malicious email to someone with Outlook installed. When the user would read the email (Not open an attachment, but just read the text.), the text itself had a Word control code (Often called a macro) that would instruct Outlook to send copies of this email to all of the recipients listed in your Outlook address book. Since this wasn't a running program, or a file attachment, all the virus checkers in the world couldn't catch it, and we were all left wondering why we are getting so much email from our friends and family members telling us to buy Viagra.

Microsoft is proactive in updating its Windows Operating System by providing updates to correct these security holes. You can check <http://windowsupdate.microsoft.com/> to see if there are updates available for your computer. (If you haven't checked

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## What You Should Know ...Continued

in the past month, there are probably several. Also, make sure you use Internet Explorer to visit this site, as other browser types are not compatible.) Not only will these patches keep your computer from spreading viruses, they will also help prevent hackers from entering your computer and stealing your information.



Another problem on the Internet today is the advent of Spyware. Spyware are small programs that take information from your computer and send them to marketers, or in some cases,

hackers.

Spyware doesn't just appear on your computer, it usually gets installed along with another program. The problem is, many programs don't tell you that they contain Spyware, as they often get money for each computer that gets infected with such an application.

For instance, many people download the popular file sharing utility known as Kazaa. Kazaa contains marketing spyware that causes your computer to throw up pop-up advertising while you are visiting websites that normally

wouldn't have such ads. It also tracks your browsing habits, which sites you frequent most often, and keeps a log of your activity. This is actually considered a relatively benign form of SpyWare. Many applications that get installed will track your computer's keyboard clicks, so that they can steal your passwords and credit card numbers. These can often come in email attachments, and because they are actually programs and not viruses, your virus checking software will often not catch them and let them get installed on your machine.

Luckily, there are a number of Spyware detection and removal tools you can use to check your computer for these malicious applications. My favorite is Ad-Aware, which you can find here... <http://download.com.com/3000-8022-10214379.html?tag=lst-0-2> It's a free product, and I invite you to try it, even if you think you are completely secure, you'll be surprised at what this application will find that you never knew was there.

Many people believe that their Firewall will protect them from intruders and viruses, and this is not the case. While a firewall can help to prevent access to your computer, almost all infections are caused by the installation of an application that is usually sent via email, or downloaded from a website. Without

being proactive in your installation of patches, and testing your computer for viruses and other malicious programs, you risk the threat of losing important information and you could put your entire company at risk. However, if you follow these four steps, you should generally be well protected...

1. Have a good firewall
2. Keep your virus definitions up to date
3. Check and Install Microsoft's updates at least once a month.
4. Run a Spyware detection utility when ever you install a new application and on a regular basis.



Knowledge is power, and taking the time to know what's running on your computer, and removing the things you don't need or use will greatly improve your system's performance, and keep your risk of infection low. With a little preventive maintenance, you will reap large rewards by not having to deal with the crisis situations other companies find themselves in when they ignore computer security.

## A New Approach to Newsletters

By: Tom Adams, RimproInsider.com

Andrews Records Management is moving forward with a new customer contact and education program in the form of a customized monthly newsletter. ARM has contracted Tom Adams of RIMproInsider.com to facilitate this program using his newsletter technology platform and content development resources.

Under the program ARM customers have the option to choose with their subscription the types of focused article content they wish to receive based on their specific business context. The technology platform enables the creation of dynamic newsletter content. Thus those clients who are in the medical profession have the option to choose to receive only medical related information within their newsletter while in the same issue clients who are in the financial services area will receive only the content that relates to them. Both clients will receive information that Andrews needs to get to them.

Rob Heyd, Sales Manager with ARM is excited about the new program. "This newsletter program gives us the ability to communicate with our clients the things we both want and need them to know. It also benefits them in that they get the kind of information that they want, so it works out well for both of us. We have had trouble consistently producing a newsletter on a frequent basis. This program allows us to engage our customers on a monthly basis without the work and effort of putting a newsletter program together."

For further information on a customized, dynamic newsletter program call Tom Adams at 519.571.1191 or email him at [tom@rimproinsider.com](mailto:tom@rimproinsider.com)

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