

NEWSLETTER

NETWORK PROVIDERS, INC.
MARCH 2023

Keep Your Business Protected By Becoming Aware of The Most Common Types of Cyber-Attacks

JAY HILL

President & CEO

Over the years, technology has caused an explosion in business. Through technology, many traditional business models have been revolutionized. Technology gives us the ability to see and approach things in a new perspective. Technology also gives us greater efficiency for conducting business.

Mobility in business is one of the greatest frontiers. There is nothing more powerful than being able to login to attend to your business from anywhere. If you are having difficulties logging in when you are not in your physical location, let us know. We can help you. The power of mobility should be in your hands.

With an increasing number of transactions happening online, it is important that financial security and Internet safety is at the forefront of your business. As more transactions are done on the Internet, there will be a need for greater security. This way you can keep your purchases and finances secure. We have seen too many businesses lose money in minutes due to fraudulent emails and insecure networks. We can provide you with security as well give employee training so they know how to recognize a fraudulent email and what to do with it.

Technology is changing the world. We are excited to be a part of it and are grateful for the opportunity to help you! Let us know if you are interested in training or better mobility.

The rate of cyber-attacks has significantly increased over the past few years. Businesses of all sizes are at risk of becoming victims of them, which is why it's crucial that every business owner and leader is aware of the most common cyberthreats impacting the business world today. Being aware of common cyberthreats and developing plans to prevent them is the best way to protect your business, customers and employees from cybercriminals.

These criminals' tactics will improve as technology continues advancing, but cyber security defenses will as well. Knowing exactly what you're up against with cyber-attacks and creating the proper safeguards will protect your business. If you're new to the idea of cyber security or need an update on the common threats that could impact your business, we've got you covered. Below, you will find the most common types of cyber-attacks out there and how to protect your business from them.

Malware

Malware has been around since the dawn of the Internet and has remained a consistent problem. It is any intrusive software developed to steal data and damage or destroy computers and computer systems. Malware is an extensive type of cyber-attack, and many subcategories belong to it, including viruses, spyware, adware and Trojan viruses. One type of malware that has lately been used more frequently is ransomware.

Ransomware threatens to publish sensitive information or blocks access to necessary data unless a sum of money is paid to the cybercriminal who developed it.

Unfortunately, malware can be detrimental to nearly every operation of your business, so you should do two essential things to prevent it from affecting your company. First, you should install the latest anti-malware programs. A managed services provider will take care of this for you. If not, you'll need to find anti-malware that works best for your system. You should also train your team about these risks and ensure they are aware not to click on any suspicious links, websites or files that could be dangerous.

Phishing

Have you ever received an e-mail asking for sensitive information that looked official, but something just wasn't quite right? Chances are it was probably a phishing scam. Phishing occurs when cybercriminals send official-looking messages to individuals, posing as another organization, in an attempt to receive personal information. Falling for a phishing scam can quickly result in you becoming a victim of identity fraud. The results can be substantially worse if a business falls for the scam.

So, how do you best prepare for and protect your team against phishing scams?

Continued from pg. 1

Utilize employee cyber security trainings so they can spot the warning signs. The actual e-mail will usually line up differently from whom the cybercriminal is trying to represent. Also, most organizations will not request private information over e-mail. Common sense will prevail over phishing scams.

Distributed Denial Of Service

DDoS attacks can bring your business to a standstill. These attacks occur when malicious parties overload servers with user traffic, causing them to lag or shut down since they are unable to handle incoming requests. If your business falls victim to this kind of attack, your employees might not be able to access key functions required to do their jobs, and customers may not be able to use your website or purchase items from you.

DDoS attacks are very difficult to thwart, and a determined cybercriminal can lock up your websites and networks for days on end. You'll have to identify

malicious traffic and prevent access before it can cause damage. Hiring an MSP is your best bet to prevent DDoS attacks. If a DDoS attack is successful, you'll probably have to take your servers offline to fix the issue.

Password Attacks

If a cybercriminal gets your password or another employee's password, this is the easiest way for them to access your valuable information. They may attempt to guess the passwords themselves or use a phishing scam to gain access. It is vital that you enable multifactor authentication for your employees and require complex passwords so you can defend your company against password attacks.

Now that you know the most common forms of cyber-attacks currently happening, you can take the necessary precautions to protect your business, employees and customers.

The Most Important Word in Business? It's Not What You Think

I've had the privilege of posing questions to over 1,000 business leaders. So, I've been on the receiving end of many excellent answers from some of the most respected CEOs on the planet. On the other side of that, I've also heard responses from less skilled managers.

A video podcaster recently asked me, "What's the most important mindset for success in business?" For a moment, I doubted I could identify just one key mindset for success. As trusted advisors to CEOs and investors of large companies, our consultants at ghSMART typically emphasize the importance of context. For example, there is no "perfect candidate" to hire for a job. Success depends mostly on a leader fitting a given context, which has many variables – the customer landscape, strategic challenges, operating challenges, financial or legal factors and culture (among other things).

But then it dawned on me. There is one mindset that I have observed in successful versus unsuccessful ventures. The most important word in business, which you rarely hear, is generosity.

Leaders who succeed are generous and treat everyone with a fundamental mindset of generosity. In contrast, people who lack a spirit of generosity fail in the long run.

Over the years, I've witnessed many examples of both selfishness and generosity. Here are a few lessons you can learn from my own experiences.

(Don't) Trick The Customer:

Once, while talking with the CEO of a mortgage company, I instantly got a bad feeling about his character. His mindset was selfish. He implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages with hidden terms that were unfavorable to them. Well, that mindset backfired. When the housing crisis happened in 2008 and 2009 (caused partly by bad actors like this guy), a pile of lawsuits snuffed out his company and career.

(Do) Create Unexpected Experiences:

At ghSMART, one of our colleagues, Alan Foster, expressed an interest in improving his "storytelling" skills. Alan is a charming Brit who leads our UK office. For anybody who knows him, they understand that he's already a



fantastic storyteller, but he just wanted to take his game up a notch – to dazzle audiences when he gave talks about leading talented teams. Some other colleagues took the initiative to research opportunities and found an upcoming two-day seminar hosted by a star Hollywood movie screenwriter and master storyteller. They got Alan admission to this exclusive seminar, comped the cost and gave the experience to him as a present. How cool is that? Can you imagine working at a firm where people look for ways to give you what you need or want? As the chairman and founder, I am very happy to see our culture of generosity and gratitude continue to blossom as we grow.

Wall Street's Gordon Gekko may have said, "Greed is good," but a mindset of generosity is better, especially if you want to succeed in your career and live a fulfilling life.

~ By Dr. Geoff Start

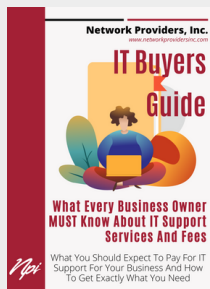
FREE Report Download:

The Business Owner's Guide To IT Support Services And Fees

We would like to give you a copy of our recently published report.

This will give you the 3 most common ways IT services companies charge for their services, and the pros and cons of each approach, 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data, and more.

Claim your FREE copy today at www.networkprovidersinc.com/ITbuyersguide



Death By Cheapness

Southwest Airlines' recent fiasco that caused them to cancel over 16,700 flights, leaving people stranded across America, was the epitome of what's happening with so many businesses right now across the US. A total and complete meltdown in service due to cheapness.

During their busiest season, Southwest had to apologize for miscommunications that led to thousands of their customers being left stranded at airports. In Nashville, the airport police were telling checked-in travelers whose Southwest flights had been canceled that they would be arrested and physically removed for trespassing if they didn't voluntarily leave the secure area, because their boarding passes were no longer valid. Southwest employees were getting into verbal fights with obviously frustrated passengers, and very little communication was offered to passengers.

This little nightmare is estimated to have cost Southwest in the neighborhood of \$725 million to \$825 million, not to mention the loyalty of their customers and the damage to their reputation. **Now, how's the cost of that IT upgrading looking, Mr. CEO?**

Of course, nobody likes to invest money into IT upgrades and other "infrastructure" improvements. Money spent on a new website will drive new opportunities into your organization and (hopefully) give you an advantage over your competition. An easy investment. Money spent on an office remodeling can be enjoyed every day, making employees happier and impressing clients who visit the office – another "easy" investment that delivers visible, tangible ROI instantly. But NOBODY likes to spend thousands of dollars on basic IT upgrades – **UNTIL the meltdown brings your organization to a grinding halt at the worst possible time.**

So, what should you spend on IT?

According to a study done by TechTarget, companies generating less than \$50 million in revenue spend an average of 6.9% of their total revenue on IT costs. But with regulatory compliance laws and cyber-attacks on the uptick, those budgets need to be increased in order to



simply avoid a massive loss. Another survey, conducted by Capterra, showed that 75% of SMBs said they would be spending 10% to 20% MORE in 2023 on software and IT than in the previous year. A HUGE increase.

What are they spending it on? Cyber security being driven by compliance regulations and risk management is, without a doubt, one of the big areas of increase in spend. Another is workforce enablement to give employees more flexible (but secure) ways to work from home, on the road or in the office. And finally, many companies are investing in any kind of technology that will reduce their need for and dependency on growing their workforce. Overhead walks on two legs – so, if a business can increase productivity without adding people, that's always a win.

Being "too cheap" in anything as a means to improve profits is a terrible long-term strategy. In fact, it's a misnomer to even call it a "strategy." It's simply a short-term fix that should only be used in the most dire of times. Cutting IT spend to the quick gives a false sense of savings, as Southwest Airlines discovered. It's not a problem until it is. Then you have a giant, expensive mess to clean up that could cost you far more in losses than in money saved short-term.

How To Get More Productivity Out Of Every Employee

(And Make Them Happier About It)

You've heard the phrase "Get with the program!" It's often used as a direct order to someone to fall in line with the way things are supposed to be done at your company.

Problem is, most business owners don't have "a program" for employees to get with, and therefore they get wild and erratic results, as well as a lot less performance, output and productivity, from each person they employ. Then everyone's frustrated – you, because nobody is doing what you need them to do, and them, because they weren't given clear instructions and guides on the work and results they are supposed to be doing.

Given the current economic environment, with inflation still high,

salary demands on the rise and a potential hard recession looming, no business can afford to employ people who aren't "with the program" anymore.

To be clear, I'm not talking about a sweatshop, boiler-room "manual" of step-by-step instructions on every little thing you do in your office (although that may be necessary for some positions and tasks). I'm talking about a well thought out and clearly communicated set of RESULTS and EXPECTATIONS for each person in your company, so they can be extremely clear about what results they are supposed to be delivering for you. We call it a job scorecard.

For example, is the purpose of your receptionist to "answer the phone" or

is it to be the "director of first impressions," ensuring that every client, prospect or person calling your office is delighted by how they are treated and helped? To ensure every prospect is promptly connected with a salesperson and not left to wander in your phone tree or leave a voice mail for some unknown stranger, hoping for a callback?

Most simply tell their assistant, "Answer the phone." But even a rude, stupid and willfully spiteful person can do that. Are you sure that's what you want? Left to their own devices, some employees might do just that. How often have you called a company to talk to someone in "customer service" and they made you angrier and more upset than before you called in? My point exactly.



Become a Better Business Leader By Ditching These Habits

You want to be the best leader possible if you own or operate a business, but you may have developed habits over the years that are preventing you from being your best. As you grow in your role, you must overcome habits and certain ways of thinking that might impede your progress. If you're utilizing any of the following habits, it's time to change the way you're approaching things.

Black-And-White Thinking:

There is plenty of gray in the world of business. You can't look at things as being one way or another. There are many different ways to approach each problem.

Your Opinion Matters More:

You must listen to your team if you hope to be a great leader. You won't be right with every decision. Hear suggestions from your team and make an informed choice in order to determine the best path for your business.



To all of our MSP Customers, please make sure to always call our help desk support line for any technical assistance.

Our team is here to help and support your business to run smooth and efficiently.

385-446-5500

@networkprovidersinc.com

Continued from pg. 3

Make sure every employee has a scorecard that clearly defines the following:

Mission of the Position:

What's the purpose of that position? To increase sales? Delight customers? Prevent cancellations and churn? Develop clients and nurture repeat business? Start here when thinking of positions in your company.

Key Results:

Once you know the mission of the position, the next section you need to articulate is what key results that person is supposed to achieve in a way that's measurable. For sales and marketing professionals, that's easy. Secure \$100,000 in new sales every month. Generate 10 qualified appointments/leads a week. In customer service, that might be client "saves" or upgrades. On a service desk, like ours, it may be speed of tickets cleared and customer satisfaction ratings. For leaders, it may be hitting certain revenue and profitability targets. To the best of your ability, give everyone at least one, but no more than three, key results they need to achieve. This takes the drama

out of performance, because if it's measured, it's not based on an opinion or anecdotal evidence.

Specific Responsibilities:

Next, make sure every employee has a list of specific actions, tasks and responsibilities they must fulfill every day, week, month, quarter and year. That way you avoid dropped balls and overlooked tasks because "no one told me I was supposed to do that." Of course, if you're clear on the outcomes a person needs to accomplish, the tasks nearly write themselves – after all, if the goal is to lower churn or increase sales, and employees are compensated that way, it's infinitely easier to "motivate" them to do what's necessary.

Once you have these roles and scorecards, it's helpful to share them with the entire team so everyone in the company understands what each person's roles and responsibilities are. One way of sharing that is in Microsoft Teams, where you can create Wikis, To-Do lists, file sharing, checklists and chat to collaborate on projects that cross multiple departments and employees.

#BECYBERSMART

#FIGHTTHEPHISH

2 Selling Strategies Your Business Should Avoid

In the world of business, there are good and bad selling strategies. Strong selling strategies bring your customers back for more and encourage them to refer their friends and family. In contrast, poor strategies will send your customers running for the hills. They'll never look back at your business and will tell everyone about their negative experiences. If you or your selling team are utilizing any of the following strategies when selling to customers, you should put a stop to it immediately, or your sales will begin to decline.



Not Addressing The Customer's Main Problem:

When customers approach you for a specific product or service, they most likely have a reason for coming. Listen to your customers' concerns rather than overexplaining your product or service. If you provide a solution to their problem, you'll likely earn a sale.

Arguing With Customers:

Has a customer ever said something unreasonable or completely wrong about your product? You might have been quickly defensive, but starting an argument with a customer will never lead to a sale, even if you're right. Listen to them and figure out where they're coming from before responding.



Follow us for more quick tips, tricks, and all things technology. <https://www.youtube.com/@networkprovidersinc.6923/videos>

110 W 13775 S | STE 3 | Draper, UT 84020 | (801) 849-0521