Technical Office Services and Solutions

Tech OSS

Helping People Succeed Through The Use Of IOVC Technology

Build a Profitable
Internet Business with
IOVC Technology and Strategy

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Dedicated to:

The entrepreneurial business person within you - Never give up!

Favorite Quote:

Find a job you love and never work a day in your life again.

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Overview - Business in the 21ˢᵗ Century

In the ever changing, fast paced world of business, you need to keep up with the latest business paradigms and technological trends to keep your business profitable, expanding, and ahead of the competition. Whether you are a novice entrepreneur or have been in the business for a long time, the onslaught of business and new technologies can be overwhelming. Like a well known movie I watched the other night, the problem we face is that we could be living in what could be considered the almost perfect "business" storm".

The volatility of business markets local and now international dramatically affects our economy. The face of the job market has changed. A career no longer signifies a stable and secure job that will last you until retirement. Factors such as downsizing, rightsizing, retiring baby boomers, baby boomers who are not interested in retiring, generation X, changing cultures, and internationalization have all contributed to the volatility of the market, and have significantly changed the way in which people interact with one another. This means we are faced with rampant change whether we want it or not.

According to a Harris Poll, two thirds of North Americans would like to own their own business. Going into business in the traditional sense of the word, entails overhead cost, work, and obstacles. But to get into an internet business, it is easy. To get started, you will need a PC and some computer skills. You will also need a directed business plan, and a technical strategy that is designed with the correct focus and supporting

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technologies that will help you get an edge on the business competition. This current and projected job and business market defines a continuing chaotic business environment where competition for a business or job is very tough.

The power of the internet is phenomenal because it does change everything. The internet is characterized as being anywhere and everywhere, and it is available everywhere and anywhere. You no longer have to "go to the internet", it comes to you. It is on the street powering billboards, supplying real-time information to your highway traffic system or look in your pocket at your cell phone. It is where you are and to stay in business you have to be there to.

IOVC strategy and technology business development is designed to help you weathered the storm. **IOVC strategy** addresses people, process, product and project. I**OVC technology** defines four key technologies, Internet, Office, Voice, and Customer Relationship, into your current business processes. **IOVC BPI** (Business Process Improvement) and **BPM** (Business Process Management) defines assessment and monitoring procedures and tools. All are used to improve and drive the best **technical operational services and solutions** for your business.

Who Should Use This Book

IOVC Strategy and Technology is suitable for entrepreneurs, small business owners, women and men, managers and coaches, anyone who is tired or scared of technology. If you are considering getting your business on the internet or expanding to gain more customers from the internet then this is for you. See, I know for a fact, you are grappling with the zillion emails and offers that come your way that can help you do just about anything well but you just never know. I also know that you have probably spent a small fortune on the various products and services looking for the one solution that can help.

If you are looking for something that will take you off the "make a million in X days offer" program or whatever the next latest fad program is, then this book is for you. It does not call for you to be a guru or a specialist because we address the issue at a basic level you will understand.   If you are looking to not spend a dime before you get started in business then this book is not for you.

We recommend strategies, products and services, some ours and some other vendors that can dramatically change the way you do business. We do this because you will recognize the get started cheap program usually means spend <u>a lot on many little things</u> and before you know it<u> you spent a fortune</u>. This book is for those who want to avoid the expensive merry go round or for those who want to get off the merry go round. Adhering and

investing in a just few of the recommended services and products can save you a fortune in time, money and energy. It should also be noted I make specific product recommendations because I used them and they work. This is not an academic theory book or a generalist book that say do this but never tells you how. Therefore you get specific strategies to succeed with plans on how to do it. If you want to understand the issue and then have a product or tool to put it into effect, then this book is for you.

How to Use This Book

First review - Business in the 21st Century section and further familiarize yourself with what you know that you live in turbulent times and know what you are up against. Then get an Introduction to IOVC Strategy and Technology where you will review key Strategies - People, Process, Product and Project and then discover the essence of the IOVC Technology and how it can benefit you. We wrap up these sections providing you with business process improvement and management processes that we recommend. Finally we provide tips, techniques and resources that you can use.

To Your Success

Gregory L. Burrus

Gregory L. Burrus
March 2007

And Remember – Success Is Mandatory Now!!

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Introduction to IOVC Strategy and Technology

As the owner of the small business, you are "the people" who manage your business processes on a daily basis. Sometimes you may have several people helping you but many times as the solo entrepreneur you are *ALL* the people handling the business.
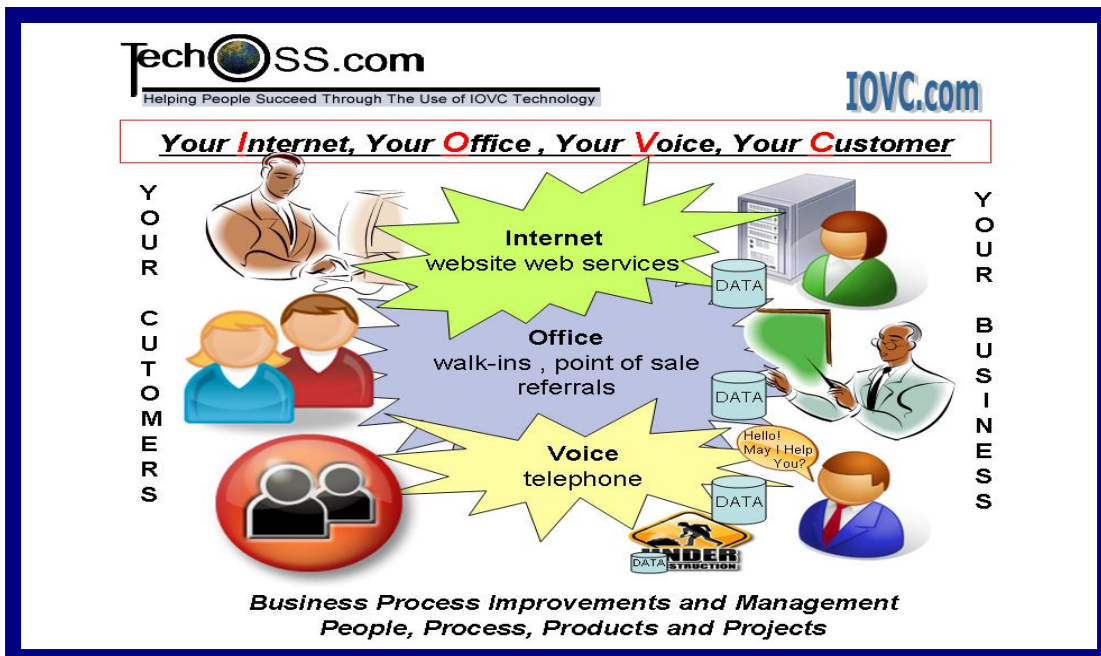
Today YOU get orders; through the *internet*, through people who meet with you in person in your version of an *office* or through *voice* from your telephone. All the data about your *customer* at some point gets stored somewhere. Your business processes defines how you handle all these inputs and outputs and where you store your customer information. The efficiency in which you do this determines the amount of fun in your day or the amount of stress in your day.

Besides the stress of handling your customer needs, you also store customer information usually at the point of receipt in the database technology in use at the moment. These databases as depicted can be your computer, your voicemail, your PDA, a piece of paper or the data organizer from your person in the field, and yes as a small business owner, the person in the field may be you.

IOVC Business Development -Strategy and Technology

So let's talk. IOVC Business development - Strategy and Technology will help you develop and build your internet business, ensure profitability through motivated people, get your business on the web in the fewest steps possible, help you gain extra hours in your day, cut your telephone cost and gain more customers.

The major problems and issues that you will contend with when managing your business which consist of internet, office, voice and customer focused processes on a daily basis are:

- **Many Data Sources** - Customer data from several inputs, fax, phone, website, paper gets stored in separate customer databases

- **Unrelated Data Sources** - Customer data from the same customer may not be related and used properly

- **Fast Turnaround is a Must** - Customer data needs to be reviewed and responded to in a timely way

- **Internet Works 24X7** - You need to be available almost 24X7

- **Keeping Data Updated** - Internet business operates at the speed of light and your data becomes obsolete quickly

- **Complex Business Processes** - Business processes that start out simple become complex when you have several sources of input

- **Immediate Response and Gratification** - The internet has spoiled your customers and they expect everything to have an immediate response and payback.

- **Multi-Task, Multiple Times, Almost Real Time** - Competition is so fierce that retaining customers needs you to have an ability to be responsive and handle many requests in a timely way.

- **Junk Mail Time Wasters** - The average person is besieged with 20-50 sometimes 100 emails a day and some are so bogus you may waste a lot of time sorting them out.

- **Paper, Paper, Paper** - The internet was supposed to reduce the amount of paper you handle, it has not.

- **Multiple Points of Entry** - Your customers choose the method they will interact with you regardless of what you prefer; so you have to deal with disparate sources of inputs to your business.

How effectively you manage your internet inputs, with your office inputs whether directly to you or from your people in the field along with your

voice inputs from the starting business process to the closing business process of the day is the focus and your challenge.

How well you combine these separate sources of information becomes an ongoing challenge for most people. As you grow your business, the way in which you support your customers, cross relate the information about each customer becomes extremely important. But, because the data is stored in separate places, servicing the customer well becomes a huge problem.

Also, the process you use to seek out, respond to and maintain customer's relationships becomes a critical indicator of how long you stay in business.

The way, in which you manage, combine and synchronize all causes or reduces your stress and profitability.

IOVC technologies and strategies are concerned with how to plan, build, develop and operate your internet based business. Tied together to ensure success using an efficient set of tools and technologies to help your business start and grow well into the future.

My primary goal is to remove the fear of technology that many people have and make technology an ally of your daily operation and favorable to your business. People tend to become dazed and bewildered at the options and array of decisions that need to be made. My purpose is to make you comfortable with using and benefiting from technology and cut the number of decisions so your focus is on generating business.

If you don't have a clear business building strategy, then this IOVC concept enables you to take a strategic view of your people, process, products and

projects for the long term and to get organized and profitable using your technology not despite your technology.

IOVC Strategy

People, Process, Product and Project

Agreeing to synchronize your internet, office, voice, and customer processes and technologies from the beginning and not when trouble starts is what makes IOVC business development technology different. It is based on having the correct business building strategy and tools right from the start. This is a main concept.

To do this, you must take a larger, more strategic view of your people, your process, your products and your projects that you will use to run your business. Our contention is that to start or grow your business; you should take a holistic, long term strtegic approach. If you do this, you are guaranteed to have less stress, more fun, more income and a much smoother running business. What follows is we provide a summary overview of the key strategies and their associated technologies that are detailed throughout the remainder of this book.

IOVC Technology

Internet, Office, Voice and Customer Relationship

Internet - In this day and age, most businesses possess an internet component. This is vital for growth and promotion of the business. The internet is not just limited to the displaying of websites, but is also used for various web services and email strategies. For some customers, this may

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be the only way they will contact you. Without the proper internet tools and marketing strategies put into place, your business will be missing out on important business exposures, revenues, and growth potential. IOVC Strategy and Technology provides components and product solutions to ensure you develop this part of your internet business quickly and efficiently.

Office - The push of activity from the internet drives the logistics of your office operations. Your office business processes are driven by the past and current processes that were either formally designed, inherited, or spontaneously put together to comply with your daily demands. Whatever the case may be, your processes (sales, shopping cart, billing, resource management, customer support, are the heartbeat of your office operation, which means that they are responsible as the drivers of your office efficiency. How well you manage your office operation changes your lifestyle and longevity of your business. We deliver automated integrated solutions to help you excel in this area.

Voice - As you know much of your business will come from your voice or telephone service which makes it crucial to your business. It enables growth, promotes strong customer support, and provides information and troubleshooting in a timely and accurate way. But, this traditional telephone service can be costly and limiting, so you need to pay attention to voice over internet protocol because it is the latest in telecommunication technology that provides a cost efficient communication service. VOIP transcends the limitations imposed on us by the traditional voice telephony services. It offers a value added mobility service that if used correctly can help set you apart from your competition.

Customer - The front door to your business is about getting and managing customer or client we use client and customer interchangeably except where noted) relationships and this requires a focused effort. Your customers are the goal and end all for your business. It is important for you to gain and retain a strong base of customers, which is why it is imperative for you to find an effective customer acquisition and management process that is followed consistently when getting new clients, and working with current clients.

What's the Take Away?

If you want to be successful, a business is a complex animal, it develops and changes everyday. You have to find a way to tame the wild animal. Recognize that people are the heartbeat of your internet business. Your business process consists of internet, office, voice and customer focused components which are the lifeblood of your business processes. As you develop your business, you need to develop an IOVC Perspective, get the knowledge and tools that can make it happen for you. Finally you need to act and make something happen. Periodically as your business grows, you need to take a step back and review your business from a fly on the wall perspective as opposed to being buried in the process. If you want a smooth running successful business then you must pay attention to IOVC business processes for success.

People – The Heartbeat of Your Internet Business

People – How to Ensure Success through People

The People Strategy of IOVC

IOVC technology should be used to help you become a success. But, one thing that must be clear is that regardless of the bells and whistles of technology, and the excitement of getting started, it is people who run the business, so let's first ensure your success through keeping you motivated.

If you are a small business owner, non-profit or solo entrepreneur in this ever changing, fast paced world of business, you need to keep up with the latest technology and trends to keep your business profitable, expanding, and ahead of the competition. Internationalization has changed the world we know. How we work with each other and ourselves has changed. Technology changes rapidly. Sometimes it changes every few years and other times, it dramatically changes in the same year. This can lead to stress, feeling overwhelmed, procrastination, avoidance, and perfectionism. These are all simmering daggers in the heart of your internet business.

To help you maintain positive progress and continued success we recommend completing a two step process.

1. Perform self evaluation
2. Maintain your motivation.

What is your Personal Motivation Process?

To survive we need to be clear about our motivations and why you like to get the job done. In my role as a small business technology coach I urge all

my clients to identify their true motivations toward work and business. I encourage you to do the same thing. Work and play may not be the same thing for you. To some people, business is work. To others who love what they do, work is fun. Which are you? If you want life and career satisfaction and want to learn more about your individual strengths and motivations toward work, then I suggest that you take an online or in person motivational assessment of your personal performance to find out your top motivators and job areas. This will ensure that starting an internet business will become a life changing event.

The reason we recommend this is that for some of you, an internet business model signifies that you may need extra drive because you are working from home. You may be working alone many days, so loss of energy is common. If you are an existing business you may be overwhelmed and procrastinate a lot because you don't get your gratification from your personal involvement with people and from seeing immediate results. If you do nothing else taking a MAPP and getting real feedback will make a success of you and your business.

Now that you know why you do what you do, let's discuss how to keep motivated and how to overcome procrastination.

12 Steps to Overcome Procrastination

You need to get into the right space mentally, so in addition to self evaluation that we just discussed, the following steps are suggested as ways to help you stay motivated when developing and working in your new business model.

1. **Write it down, Write it down.** There are many details that you have to remember in any given day when you run an internet business. Do not try and keep it all in your memory. The very moment you remember something needs to be done, the best thing to do is to get it to your daily log or notebook of activity. Then, just when you need to recall it, it will be available for you in an instant.

2. **There Can only Be One!** Keep track of it all in one place. Once you have developed the habit of writing everything down, your next step will be to keep your writing/recordings/ideas all in one place. Otherwise, you are going to spend valuable time procrastinating. Notice as you tend to search for your notes, you conveniently procrastinate more as you engage in a number of elaborate preparatory activities. On the web there are a million offers and websites to keep you engaged, if you start spending time on those, no matter how much you learn all along the way, all you are doing is avoiding success.

3. **Stay fit, stay healthy.** A keen memory is a well-nourished mind. Eat healthy; get plenty of sleep and lots of good exercise. These will all see you through to having the energy to do more and to having a good memory that stays focused and keeps your internet business on track.

4. **Get it out of your head.** Record your every thought. You might find yourself driving when a good idea comes to mind or you might recall something that you really need to write down. No need to pull over and start writing, record the idea instead on that wonderful MP3 player or IPOD that you received for the holidays. If yours does not record, well get one! This way you will be able to capture every idea that will help you develop your business and nothing gets lost.

5. **Deliver advance notice to yourself.** When you are away from your business, ideas will come to you. If you are at a place where you can't stop and type it up, call ahead and leave your self a voicemail. Record the idea when you get to your office.

6. **Have confidence in yourself.** Avoid the perfectionist mode. Not everything has to be perfect. You will notice the world is very imperfect and it has survived. The web is very imperfect but it works. If you keep thinking I have to get it perfect, you will lose. Taking action works in this business. Remember, some procrastination is purely a lack of self confidence that is being covered over with the perfection syndrome. You end up feeling you can't get the job done, so stop the excuses and have faith in yourself and stay motivated.

7. **Build email reminders.** You can type in what you want to remember, such as a six websites you need to come back to, or the next special class that your favorite business person will deliver. You will receive an e-mail reminder when the date is approaching. This is a terrific way to jog your memory by using internet technology and for those always on the road, incorporate web mail not just outlook into your business.

8. **Love those sticky notes.** Want to remember something prior to leaving your home or you have a deliverable that should be the first thing you do when you awake or return? Just mark it down on a Post-It Note and stick it to the inside of your laptop or on your screen. Get the ones with the bright, neon colors; post them where you have to see them. Need to make an urgent customer call first thing in the morning? Leave a Post-It Note on your telephone.

9. **Keep the dream alive**. Create visual memory joggers. Visual reminders will help you remember and stay focused. Use visual reminders for remembering your goals. If your goal is to take a trip to a Barcelona or Tahiti in a few years, when you have a seriously successful internet business, then keep a magazine photograph of Barcelona right on your desk or on your monitor.

10. **Use timers and alarms.** Take advantage of all the electronic technology that you carry with you. Who doesn't have an alarm on their cell phone? Do what I do, set alarm clocks and timers throughout your day. Have a 30 minute activity; make sure it doesn't run over its allocated time for the day. Want to leave for the evening business meeting by 6 p.m.? Set your cell phone to beep a few minutes before it is time to go and jog your new 'no procrastination mindset'. Make sure you get to the next family activity on your schedule and do not let the internet business take over your life.

11. **Multi-task better.** Not enough time in the day, but you need to get more done. The key to successful multi-tasking is to plan two activities in advance and avoid giving precedence to the more interesting, easier, and less urgent task. Look at your to do list and combine activities. As mentioned in step above, set your alarm and read that great PDF you just downloaded and exercise on that treadmill at same time of the day. The key is planning not random multi-tasking.

12. **Do not forget that as in business, in life "time is money".** Time is a precious commodity so remember that the reason your working is to use time to make money and feel a sense of accomplishment. Stop waiting until the very last minute to start working. Why not make the most efficient use of time and improve your chances of making more money on

the internet in less time. Build success through the use time and money will follow.

Procrastination is deadly to the growing of your business so we strongly suggest you use the above tips to overcome lost of motivation during the development of your internet business.

"Remember motivation not procrastination is the key to success."

What's in it now for the Small Business Owner?

Staying Motivated - Avoiding Procrastination - Remember that people even if it's just you, drive your business. People are your employees, your vendors and of course your customers. Sometimes people keep you up and sometimes they take you down. However you are what your people buy into when they buy your product, so it's imperative that you stay passionate and motivated and maintain your true sense of clarity as to why you are in business. If you understand what motivates you, you will be come unstoppable. We recommend you take a self evaluation assessment because when clarity and passion mix your internet business grows and soars to unbelievable heights and that will set you apart from your competition.

Success in your online business is like any other business, it means learning to take advantage of what's available to help you to succeed. Let your family, your friends, your colleagues and most importantly yourself help you stop procrastinating. We need to force ourselves to use the tools and technologies of the day to help support us in reaching our business goals. Take a self evaluation (http://techoss.com/quiz-motivational-assessments-

mapp) assessment; get detailed results of your motivations and or get a coaching buddy if needed.

"Concluding advice, do whatever it takes."

Now that you have a bevy of ways to sustain your motivation, you understand that regardless of your business model, it is made up of people, process, products and projects. Your ability to handle it mentally is the key. We now turn our focus to building the business and understanding how the remaining IOVC technology and strategies can help you.

"Know the foundation of your internet business is you, people"

Taking Action – People Motivation	
Develop your plan for overcoming procrastination and lack of motivation?	

List 5 Tactics from the Motivational Tactics that you can start working on today.

Tactics to Do	Motivational Tactics to Pick from
1. _____ _____ 2. _____ _____ 3. _____ _____ 4. _____ _____ 5. _____ _____	1. Take a short self appraisal program - See Quiz-Motivational-Assessments in Resources Section 2. Take a MAPP assessment See Motivational-Appraisal-of-Personal-Performance in Resources Section 3. There are many details to remember so write it down 4. Write it down and keep track of it all in one place. 5. Gain a keen memory by staying fit and healthy. 6. Record your every thought and get it out of your head. 7. Step into the future and deliver advance notice to yourself. 8. Avoid the perfectionist mode and have confidence in yourself. 9. Type in what you want to remember and

	build email reminders.
	10. Want to remember something then use those sticky notes.
	11. Keep the dream alive and create visual memory joggers.
	12. Use electronic technology and use timers and alarms.
	13. Not enough time in the day then multi-task better
	14. Improve use of time and your chances of making more money

Next Steps

Now paste the above list where you can see them daily.

Focus !!!

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Process – Develop Your Key IOVC Component Processes

Get Your Business on the Internet in 8 easy steps

The Internet Component of IOVC Technology

The "I" component of IOVC technology encompasses websites, internet marketing, web page optimization and a wide range of web services. Of all the IOVC technologies, the internet has the wide ranging affect of being a foundation technology that really supports and builds a web based or internet business. As a provider of telecommunications, technology and website development services over the last 25 years, there is nothing that can have a bigger impact on your business then getting your business on the web.

The internet is bigger then a website, it is a community just as large if not larger then your neighborhood or the city you live in. Because you can not touch and feel the internet, most small business owners become bewildered because of the sheer size of the internet. We should not fear "the internet" because at one time the world seemed flat until that thought process was changed. Now with the internet, there are many marketers who believe they can conquer the internet. They now use terms like VRE for virtual real estate and they understand the simple definition of the internet;

it's a group of people walking down a digital avenue looking for your products and service.

The group that wants your product is the group you need to attract to buy your services. With this definition you can not afford to ignore it anymore.

What is your Internet Process?

In order to create a new web-based business, or get your existing business on the web, do not be misled by how easy it is to get started. You need to understand that this is a real business model that has many awesome benefits and also many pitfalls waiting for you. A number of key points to consider are:

Avoid the get rich quick themes. The web, just like the offline world, is full of many offers from many types of individuals. Sure, you have seen all the get-rich-quick schemes out there. You read sales letters that everyday promise you - that - if you will just buy this book you will get rich. But you will not. Neither is just about anybody else that bought the schemes or the books. You see, in today's fast-food world, easy sells. If a marketer labels his product as the easiest thing to do, ever-- for a limited time only, it sells better. But it doesn't mean it really is easier. Reality is you must take action and do it. So the next ad you see that says it can be done in 21 days or less, remember it usually means the time it takes to read the book or get to a starting point.

Please note, most people buy and never take action which is what they hope for. One piece of strong advice is to protect yourself, do not become greedy, do not go after the easy, and do your research.

Find the appropriate business model. Because there are many business models for finding and making an income on the web, you need to do your homework first. Some business models can get started for little to no cash outlay just by using the equipment and resources that you already have. Some models require considerable upfront income, or an initial outlay of cash. Some business models even on the internet are available in a franchise format, where you pay upfront and possibly long term, but you have the stability of a proven system. The objective here is to carefully know self and how you like to work. Do you need to work alone or do you need to create a joint venture or just worked in a highly trafficked area? Know what you like to do because it will sustain you to keep going when times get tough.

Educate yourself. Next start a process that you will formally call educating yourself. Just about all methods outlined above would require education; perhaps not a formal education, but each of the tasks would require a basic set of skills. The options are as vast as there are opportunities. Learn from everyone including your competitors. Take a "situational approach" to learning. We highly recommend this because our five part situational learning strategy termed LAMPS encompasses the following:

1. **Learn** about the situation and gain usable knowledge
2. **Activate** the process of working within the situation
3. **Motivate** the team/yourself to realize the value of the current situation
4. **Participate** in the planning, design and deployment of the solution
5. **Success** will be, is recognized due to a situational learning approach

A good method of learning is to find a coach and get some hands on real world learning. This would ensure you learn as you go. It also ensures

someone is with you all the way to profitability. See SuccessIsMandatory.com to understand how we apply this methodology

Manage your finances. Decide your financial ability to stay the course because unlike a job you will only be paid what you are worth. You can get into an online business quickly because it has low overhead, and can be leveraged for maximum profit from the very beginning, however everything you do will have to be sold before you are paid. It can be a financial drain or just a pain at times. An internet business and growing on the internet is a situational learning environment and you will learn how to build your business by doing, by reading, by applying what you learn in articles and books. You will learn by observation and you will learn by trial and error. There is no easy way. You will make mistakes. Everyone does.

The difference between the winners and the losers is that the winners, manage their finances, make mistakes and learn from them and start over again; the losers make mistakes and give up. Which will you do?

So what is an internet business? It's the services or information or support you supply your customer over the internet. It is no different from any other business. It requires forethought, planning, education, avoidance of greed, skill and stamina. The difference is this business can be done all on the web or partially on the web. You must realize that the key to developing an internet business lies with YOU.

21 Great reasons to Power Your Business via the internet

To help further stimulate your thinking on gaining additional profits from getting your business on the web, here are some very compelling reasons for being and growing your business on the internet.

1. **Sell Your Products.** It may seem obvious but some products and services are obviously more suited for sales over the web. But if you are not on the web then you can't offer the products you should and may be missing potential sales.

2. **Helps you expand your customer base**. If you are a local business, then currently your customer base is built around your past customer acquisition methods. It is probably word of mouth, walk by traffic and customers telling other customer, but primarily your customer base is decided by local geography. When on the web, the world literally becomes yours to attract.

3. **Sell while sleeping** - Means you can serve your customers when you are not physically present. Being on the web means you can be conducting business somewhere else and at the same moment a prospective customer is viewing your product or service. More importantly, the customer could be purchasing your product. Did I hear ka ching! -- While you sleep?

4. **Allows you to make information available 24 x 7.** A website presence is alive every minute of every day. The information you develop for the web can be read any time, by anyone when they want to. You literally can destroy time barriers.

5. **Provides ability to answer frequently asked questions.** How many times have you answered the same question about a common feature

or benefit about your products? Well on the web you can have those questions and answers readily available for when the person comes by your site.

6. **Lets you describe your business in pictures and sound.** Well the web not only allows printed material to be available, it also enables you to have audio versions of information posted so your customers can hear it in real time.

7. **And as we all know a picture is worth a thousand words.** A really good picture can sell your product and some customers never look any further. And now the web allows you to speak on the web aurally and visually, more on this later.

8. **Helps you reach a specialized market.** If you have some unique product or maybe you want to try a different smaller version of your standard product. Being on the web means you can describe the product, perform demonstrations in audio or video and if the customer accepts it then you can build it to specifications. You save money by not having to house a non standard product and you make a specialized set of customers happy.

9. **Will allow you to open international markets.** The internet is world wide. If your product appeals to many cultures then the web can make it available no matter where a person lives. You can have an international market the day you set up on the web.

10. **Enables real time feedback from customers.** The best way to understand your customers is to ask them. On the web you can ask or solicit feedback from a customer. They will tell you information, good

or bad and you can rapidly adjust your product line to meet their needs.

11. **Permits you to inexpensively market test new products and services.** Are you debating selling a new version of your product or there is a desirable demographic market you need to reach. You might have some hesitation about offering it to your existing customers. On the web you can offer the product to a test group. This group does not have to be your normal set of customers. This would allow real time feedback and help you discover the necessary tweaks before going to your normal customers.

12. **Perform on demand product updates.** The web allows you to update product descriptions rapidly. This can be done even before or right after the actual product has been modified. This real time change can save tremendous amounts of money.

13. **Network more.** Are you looking to gain associations via networking? The web makes it possible to network with groups that are not close to home. It allows you to join groups in other parts of the world with similar goals and objectives as yours.

14. **Heighten Public Interest.** Have a new product line coming out. Need to get a buzz going long before your products or services appear. Well a good internet publicity campaign can be just the key to getting the word out for your new or existing service.

15. **Reach The Media.** Need the media to find you but you can't hire a promotions director. The web allows you to publish information about

your business and the media can find it at their pace. You save money and time.

16. **Deliver very detailed product information.** The web allows you to store very detailed information in electronic files that your customer can download at will. This can dramatically reduce your customer support expenses and improve your perception of customer support.

17. **Release Time Sensitive Materials.** Need to get information to market rather rapidly. The web can allow you to develop the information and make it available immediately. From a time standpoint, you can also control how long you leave it up on the web and the website can be adapted to each market as you change the focus of your sales campaign.

18. **Stay In contact With Salespeople and other Support personnel.** Do you have people on the road? Do you have a loosely connected virtual team? You need to make sure they are aware of changes as they occur. The website can become your information source in real time for your team.

19. **Address the many diverse cultures of the world in their language.** The web is great for selling. It is also great for getting the word out but it is usually in your language. However today you can put up your website in one language and reach many diverse cultures by having your website translated dynamically to another language.

20. **Differentiate yourself from the competition.** Grab people's attention and cause them to spend more time on your website. If you

get a talking character, they can be adapted to verbally deliver your message exactly as you would.

21. **Improve your business credibility** - In today's environment, a website and internet technology tools are critical success factors in today's global economy. Not being on the web means a lack of credibility.

Do you have what it takes to Profit from the Internet?

To build a business on the internet, you need a product or service. If you have a product or service already, you need to develop and implement strategies that will enable your potential customers to find you on the web. You need to perform the following in advance of even have web site in some cases. This can be done with a partial website.

Choose a market you enjoy. Also keep in mind what we profess that business is about people, when identifying your market, you should choose a niche market that you enjoy. Becoming successful in any business online or offline will take a lot of time. The more you enjoy the time you spend online, the more productive you will be, and the faster you will make things happen online. Think of what you like to do and write it down.

Research your market needs. To get your business rolling you need to do some research. Before you even begin to think seriously about your new service or product, you must identify the needs of your niche market, and then create a product or service that meets those needs. Use the search engines, look at forums and also do what is called a keyword search. Talk

to friends and neighbors and ask them what they use the internet for when they go online. Don't forget to ask your kids and see what's being sold on Amazon and EBay.

Communicate with your market. You want to be an expert and you want to become familiar with your audience, so now it is time to begin communicating with your market in various places around the internet. Buy a few books on your topic. Read up so you can get the lingo and style of your market. Then investigate a few forums. Understand their needs and post answers. Become an expert in what you do. Your goal at this phase is simple, learn your market, learn their problems and shape your product to meet the needs you uncover. This is a simple, inexpensive but very beneficial step. Don't overlook it.

Learn about your competition. Like a regular business, learn about your competition. You know the needs of your potential customers, now see how your competitors are attempting to solve their problems. Many business offer mailing lists, free eBooks or free courses, subscribe to everything. Remember, you are in the process of becoming an expert. To do that effectively, you need to read, and read a lot. Read their web site. Buy a few books from your soon-to-be competitors. Learn everything you possibly can about the niche market you have chosen.

Learn to Profit from your competition. A quick way to get your feet wet is to start profiting from your competition. Find what programs have an affiliate program. It's an easy way to find a list of products which you can promote to your new friends at the online forums. Now go and decide which product to promote and learn from.

How do you build the Internet into Your Business Process?

If you have never built a web site, even the very thought of it can be daunting, but do not let that stop you. Remember, without your own web site, you do not really have your own business. Your options for building a website are to do it yourself, get someone to build it for you or buy an existing website. Regardless of the path you choose, understand the following steps. Later we will discuss the best way to go for you.

Getting Your Business on the Web in 8 Steps

Here is a short course in getting your business on the web. This is not the only way. This is just one example that follows the premise, you don't have to be perfect but you do have to do something.

1. **Get a web space and domain name**. You need a domain name, and web hosting space. Once you have your web hosting and domain name, you are now ready to start building the first page of your website.

2. **Build a web site**. How you do this is based on skill level. You need to build a web page to capture the email of your website visitor for your mailing list. Remember your goal at this point is to capture email and supply valid information to your visitors. On your web page you can also offer your affiliate product so they have another reason to stay around and drop off their email address. You can build a lo or blog site to ensure your customers come back. A free offer such as any relevant eBook works well for attracting customers.

3. **Get security concern.** A key point you will not see in most get started on the internet education, is the need to address three key areas that can be damaging and extremely time consuming to your business. Security, spam and virus protection tools are mandatory in your day to day business. Make sure you investigate what spam and security options your web hosting provider delivers for you. Get a free email address from Gmail or yahoo or better yet make one that can be changed when you start. These simple tools can make a dramatic difference and a reduction in the junk email you will get when you start putting your message out and you start picking up customers. It's a huge time saver.

4. **Get an auto responder.** Now that you have a web site up and running, complete with security and a page that captures emails. Now you need an auto responder. An auto responder is a piece of software that manages your subscriber list. Basically, it automates the correspondence you will have with your opt-in subscriber list. It can be as simple as a response email to a series of emails and it can also email your subscribers preset letters at preset intervals. You need one because answering one or two emails at a time is easy, once you start getting ten or twenty, managing this office process becomes a real chore.

   There are few types of auto responders:

   a. The process can be hosted by you, it is an auto responder that you download on your own computer and use it to send your emails out. For small lists, this is fine.

   b. Your web host company may offer an auto responder service through their website. These auto responders work well for a

while and then you will get an email from your provider telling you about too many bounced emails or your volume limits have been exceeded.

c. Then there are 3rd party auto responder services and these are companies whose main business is delivering emails. They host their own auto responder, handle your entire correspondence, track how many of your emails are actually delivered, and work with the email companies to make sure your emails are consistently delivered. When you are first starting out, this is usually the best way to go, and you can get a good 3rd party auto responder for very little outlay. Yes we provide our preferred product in the recommendation section.

5. **Build your customer messages**. What you put in the message sequence is a simple series of about 3-4 messages in your auto responder sequence. First you thank the customer for subscribing, and provide a link to an e-book or freebie. The next email is to provide some additional information to your potential customer about the subject of interest. You can use problems and answers from your earlier research. Remember the goal is establish self as an expert.

6. **Create a recommendations page.** Further along the path of establishing self as an expert, create a recommendations page on products and services related to your subject. This will be a page with perhaps a few reviews or recommendations of products or web sites that have been of good use to you in learning your business. To make your page worthwhile, simply have a list of recommended products or web sites, with links to each.

7. **Produce a Product Review.** Write a review of a few different products, and then at the end of the reviews, place a link to the recommended product. Make sure products and services you recommend are of value to your potential customers, so don't load up any junk.

8. **Start marketing.** Next, write article or do keyword promotions, start some viral marketing; put a link to your recommendations page in your signature at the end of each email. And tell everyone.

From a get your business on the web, congratulate yourself, you are in business.

Monitor your operation, track where your responses are coming from and the leads and the money will roll in with persistence on your part.

What's in it now for the Small Business Owner?

Internet Business - The basic benefits are an expansion of your customer base, increased revenue, and the ability to focus your service for select groups of customers.

Remember you want the power of being able to touch some of the over 650 million people, even if you have a local business. That touch power cannot be achieved with any brick and mortar business because 650 million people never walk down just any one street anywhere. But they do on the web.

There are not many places in business that allow you to gain a potential market like this for your products and services.

Taking Action – Internet Business

Perform the steps to get your business on the web.

1. Get a web space and domain name. _____

2. Build a web site or a blog site. _____

3. Identify your security tools. _____

4. Investigate an auto responder. _____

5. Build your customer messages. _____

6. Create a recommendations page. _____

7. Create Your Product Reviews. _____

8. Start marketing online and offline _____

Next Steps – Now Internet - > Now Add Office

Now that you have your *internet* website setup, you now have to figure out how to handle all the orders you will receive in your *office.*

Moving on to Office Automation

How to Add Extra Hours to Your Work Day

The Office Component of IOVC Technology

The "O" component of IOVC technology refers to Office Automation that help you operate your internet business. Since I have first hand experience working in this world for over 20 plus years, I can tell you this area is vast and dynamic and there are many technologies to help you run your business office. We will focus on tools that can help you run all, if not most of your internet business office processes, product or service oriented.

In many small businesses, the normal manual business office process is YOU, pure and simple. You take the call, you manage the emails, and you manage the customer relationship. A lot of your work is focused on handling customer problems and of course managing orders. So why am I talking about automation? Regardless of size, you need some tools to help automate your work. You usually do this with standard off the shelf email and word processing software programs. So your business office is everything it takes to receive and deliver service to your customer.

With that understanding, one needs to think about your internet business and how you will usually purchase a product to help with one business activity and then add another product for another need and then still add another product for an additional need. If you have not done this yet, then

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you absolutely have not been on the internet too long. If you have, this scenario is all too familiar.

After a while working your business office processes manually every day will become a chore not a joy, automation is the key to avoiding extreme discontent.

If you want to add hours to your day, you must automate as much of your work as you can.

What is your Office Automation Process?

Office processes consist of your business office communication tools or products, their supporting technologies and how well the products and technologies work together to enable your people to have greater flexibility and success.

Communications Tools - Your communication tools consist of the specific processes, methodologies and software that you use on a daily basis to conduct your business. The tools can be as simple as Microsoft Outlook, Excel, Word or web building tool. This set of tools is used by your personnel daily and your customers experience the results or output of these tools daily. This layer of your office operation drives your business.

Support Technologies – Consist of the supporting technologies associated with your vendor's communication products, their proprietary or open source capabilities. Included at this layer are the standards that may drive your business. Another way to say it is - does the various software and vendor product talk or work well with each other? Are you cutting and

pasting all day or do the tools you use work well with each other and allow you to pass customer data back and forth amongst say your ecommerce system, your email program and your autoresponder. This layer supports and drives your communication tools. Think of this as the language layer or foundation of your communication tools.

Integration Collaboration - The integration of your *communication tools* across your *support technologies* is either *a very productive collaboration* or *a very destructive abomination*. A strong collaboration across your office processes has the potential to provide your business with a major positive impact.

This integration of the communication tools and support tools across your various vendor products affects the productivity of you and your people. When products from different vendors work in collaboration, your ability to be productive increases,

Your Customers, You and Your Products and Your Data

tremendously. However, when these tools are not in sync then your work load increases. Your business is the recipient of this increasingly harder to complete work process. Data always travels well vertically within an application. What you want is the data and the process to travel horizontally also. This means a lot less work for you – integrated ecommerce solutions address this issue.

An example for clarity sake is that Microsoft Word works well with Microsoft PowerPoint and Microsoft Excel. But you will need many products in your
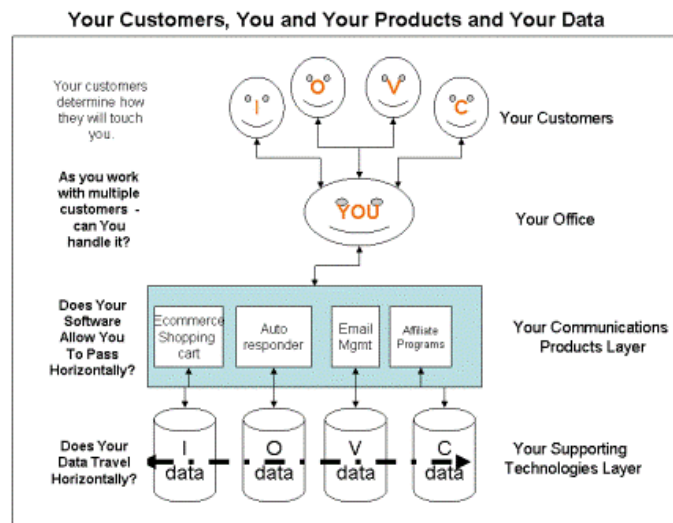
business so now add another vendor product, the free Opensource version of OpenOffice. Openoffice Writer works well with its own Openoffice PowerPoint version. The two products Openoffice and Microsoft work well together sometimes and other times it's a horror show.

Sometimes you need to integrate and automate these products. Sometimes you need to just make switch to a more automated tool, that makes life easier. This integrated collaboration along with the ability to automate the process when needed makes your life easier or the lack of ability to automate makes it a nightmare.

15 profitable reasons to automate your office processes

How much energy are you putting towards your business processes? If you are putting to much energy towards your business office daily then office automation with synchronize products will help you get the following benefits.

1. Decrease the time spent on manual efforts

2. Reduce the money spent on manual work

3. Increase the overall productivity of your office operation

4. Raise the quality of your business

5. Increase user and client confidence in your business

6. improve your ability to handle a larger volume of customer requests

7. Produce shorter turnaround time

8. Reduced limits on customer requests

9. Gain time to develop new services for customers

10. Remove backlogs (ability to handle peak loads)

11. Improved customer confidence through better service

12. Better customer and staff understanding and feedback

13. Ensure quality control of your deliverables

14. Improved reliability of requested information and delivery

15. Provide services regardless of time

Do you have what it takes to Profit from Office Automation?

You have an office and you are working daily. If you are just starting out in business think of the future when you will be successful. If you have been in business and are growing, then you know that you will encounter the problem and therefore you must experience the listed benefits.

The IOVC processes and tools we recommend automating at a minimum are many, and should perform multiple functions and encompass many parts of your current office operation. These automations cost a few pennies but if you are serious about your internet business then be aware, every single item in the next section will, at some point become part of your business office processes.

How do you Build Office Automation into your business process?

You start by understanding that there are many functions you will perform and need to be aware of when running the office side of your internet business. Functions pertaining to handling customer orders, sales and marketing activities, on and off the internet, become just about the primary functions of your day. Internet marketing brings clients in and your ecommerce function that you add to the website you built above is what customers buy from. To that end, you need to decide that once you get above a few orders a day, the question becomes how will you manage your office processes?

Automate Yourself into Extra Hours in Your Work Day

At some point in your internet business, especially if you become a serious internet business product or service based, you will be performing many of the following ecommerce, internet marketing, and affiliate and customer support functions. At some point; you may want to automate some or all of the following functions.

1. Creating and Managing the Process to Handle Customer Orders
   a. Handling Regular and Recurring Orders
   b. Creating, Adding and Managing Products and Product Categories
   c. Helping Setup Shipping Programs and Determining Shipping Costs
   d. Helping Setup and Developing Taxes
   e. Developing Bundle Offers and Order Discounts
   f. Getting Job Status
2. Managing all functions associated with your Customers and Clients data
   a. Searching, Editing, Adding, Importing and Exporting Clients
   b. Managing dead beat clients and blocking bad IP addresses
   c. Working with Bounce Manager Issues
   d. Creating Opt-In Forms an Necessary
   e. Renewing/Upgrading Users
   f. Managing User Contact Profiles
3. Creating, Managing and Updating your Autoresponder
   a. Managing Broadcasts Programs
   b. Developing Opt-In Preferences
4. Producing Status Reports
   a. Producing Sales Reports
   b. Developing Customer Account Receivables and payment Reports
   c. Reviewing Advertising Click Through Report
   d. Developing, Managing and Tracking Ads
5. Managing Media
   a. Creating Your Digital Products for sale
   b. Securing and Storing Images for Multiple Use
6. Producing and Distributing Newsletters

    a. Developing Newsletter Content

    b. Updating Newsletter Content

7. Developing Affiliate Programs, Joint Ventures and Training Tutorials

    a. Managing Affiliate Setup Programs, Add, Pending, Import

    b. Monitoring Affiliate Sign-Up and Login Process

    c. Manage the referral process of your affiliates

8. Installation of Software

    a. Ecommerce Programs

    b. Office Management Programs

    c. Developing Advanced Installations Script

9. Developing Billing Solutions

    a. Creating Billing Profiles

    b. Handling Contact Billing

10. Producing Marketing Material

    a. Develop website submissions programs

    b. Develo0ping offline marketing programs

    c. Developing Sales copy

11. Schedule Customer/Client activities

    a. Generate reminder notice e-mails.

    b. Create your invoices.

    c. Provides forms and templates.

    d. Clients' birthdays reminders

    e. Generates electronic receipts

12. Get Technical support

    a. Use business process templates to pattern your methods after.

    b. Import information from a client database, such as ACT

    c. Export information to QuickBooks

    d. Sync calendar information with Outlook and your PDA.

    e. Daily data backup and retain critical data

13. Tracking of Certification Hours (coaches)

14. Access your business from any computer
15. Storing Business records in one place

What's in it now for the Small Business Owner?

Office Automation - You as the small business owner of an internet business will be bombarded with a tremendous amount of requests for every kind of product and service to help you operate your business. So this is not directed at the part time very casual business owner. But if you have serious long term plans, then the capabilities listed above are necessary and there are no ways to avoid them. As a business owner, the name of the functions change online, but the business functions, stay the same.

So just think of the benefits of having some of the above functions automated and if you can get a program to handle most of the above pieces, your business will grow dramatically. Do not reinvent the wheel. In some cases you may outsource it, but you need to understand the basics. It will save you time and increase your profits, pure and simple.

Taking Action - Office Automation

Think through the following actions in advance of starting your business or in terms of your current business.

Check off the functions you will perform:

1. Managing Clients _____
2. Creating, Managing Autoresponder _____
3. Producing Reports _____
4. Managing Media _____
5. Producing Newsletters _ _____
6. Distributing Newsletters _____
7. Developing Affiliate Tutorials _____
8. Installing your Operations Console _____
9. Managing Billing _____
10. Monitoring Referral History _____
11. Producing Marketing Material ____
12. implementing a Marketing Campaign ____
13. Creating your shopping carts _____
14. Scheduling Customer/Client activities _____
15. Generating reminder notice e-mails. _____
16. Creating your invoices. _____
17. Providing forms and templates _____.
18. Sending Clients' birthdays reminders _____
19. Generating electronic receipts _____
20. Using Technical support _____
21. Using business process templates. _____

22. Importing information from a client database, such as ACT ____
23. Exporting information to QuickBooks ___
24. Syncing calendar information with Outlook and your PDA.____
25. Running daily data backup and retain critical data___
26. Tracking of Certification Hours (coaches) _____
27. Accessing your business from any computer ____
28. Storing Business records in one place ____

Next Steps - Added Internet, Office -> Now Add Voice

Now that you have your *internet* website, and automated as much as you can of your back *office* processes, then you will start getting phone calls, so now you define how you will handle the *voice* part of your business, let's attack this process.

Moving on to Voice

Save Money and Reduce Your Expenses Immediately

The Voice Component of IOVC Technology

The "V" component of IOVC technology refers to VOIP, voice over internet protocol. This relatively new, yet finally stable and substantially rich technology, has changed the face of telecommunications, and has the capability to improve your business operation. As a telecommunications consultant, I have installed telephone services all over North America and who has worked with many of the largest telecommunications companies, I have seen the need for a more flexible, mobile, and cost efficient phone service.

As with most technological innovations, VOIP reliability and service improvements have progressed at the speed of light. In my consulting roles across Canada and the US with all the major telephone companies, I see that VOIP service has firmly established itself as a strong alternative to the traditional phone services. The impact of VOIP is so strong that currently all major regional bell operating companies (RBOCs) offer VOIP services. This includes U.S based telecommunications companies, Verizon, Quest, SBC, Bell South with AT&T, and their Canadian counterparts, TELUS and Bell Canada. VOIP is now a staple product offered in the cable over internet phone service providers, such as Cablevision, Comcast, Shaw Communications and Rogers.

VOIP telephony services have improved dramatically since it first came on the scene. It was initially looked upon as a technology, which sounded

great in theory, but was not stable enough for people to trust their business with. That's because the traditional wire line phone services that have been in use for the last 100 plus years have been established and extremely reliable. However traditional phone service which is voice over wire line services can be quite costly, because this older technology can only make use of fixed wire line capabilities. Regular phone service lacks the flexibility and newer features of internet based VOIP.

VOIP service as a replacement for your traditional telephony service can radically reduce your cost to talk.

What is your VOICE Over Internet Protocol Process?

Voice Over IP is the new version of the old fixed wire line Packet Switch Telephone Network (PTSN). It provides telephone voice service over internet packets instead of the old circuit switched circuits. Voice over IP networks provides the user with the opportunity to enjoy the use of telephone services through your internet connection; that means either your LAN (local office network), WAN (wide area network), Cable or even dial up that your computer uses.

VOIP is pure and simple, telephone service over a private internet LAN or over the internet. It enables you to make the same phone calls you do today. However the flexibility and cost reducing aspects of VOIP makes it a worthwhile technology to investigate for your business.

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21 valuable reasons on why you should upgrade your Voice services

There are numerous benefits that come from switching over to VOIP, ranging from cost reduction to a number of productivity and increased mobility enhancements.

1. From an expense reduction perspective, VOIP has a proven track record of substantially reducing your costs. Not only do most packages offer a flat rate service, but also most VOIP service providers offer unlimited service coverage to all of US and Canada.

2. When on the road, VOIP has an advantage over wireless. VOIP saves money when you travel and are in a hotel or office. You save money by directing your incoming calls to a VOIP line and the minutes used are free or at least covered by your plan.

3. Save money at home because the installation of this technology is relatively straightforward, and you can set up multiple extensions around your home because it can all be done off of one base VOIP phone.

4. Contributes significantly to the enhancement of your office business process productivity. With this tool, you can use the internet to track your phone calls, play your calls, and store them in history for retrieval at another time.

5. VOIP also greatly contributes to the cutting down on transcription time. Most service providers record the calls and they can be stored for future use. Hence I listen to the call but have no need to record

every detail when I can just go back and listen to it later.

6.   Integrates with existing desktop applications like Outlook. Have you ever wished you would have saved that important voicemail? Or wanted to easily listen to voicemail while traveling abroad? Would you like to share your voicemails with family, friends or coworkers? With VOIP services, you can.

7.   Call number portability which means you no longer have to change phone numbers when switching telephone service providers or moving to a new area.

8.   Provides convenient and inexpensive conferencing and there are a bevy of free service providers.

9.   VOIP can provide visual voicemail that integrates with existing telephone services. Text to speech translation services are provided by some VOIP service providers.

10. For those individuals who travel a lot for business, VOIP offers the really neat ability to take your number with you all around the world. When you set up an account with a VOIP software provider like Skype, you also download the service directly to your laptop computer. Therefore wherever your computer goes, your service goes as well.

11. For some VOIP service providers that use a VOIP modem or internet adaptor, just take the modem with you and plug it in the hotel. Because where you go, your phone service goes because as long as you can access the internet, your service is with you.

12. As mentioned international travelers on a budget can pick up voicemails from family and friends at an Internet café when they are abroad or the local Starbucks. No need to pay for an international mobile phone or hassle with the variety of intimidating phone systems found around the world.

13. Business travelers can conveniently access all of their work and family voicemails in one central location on the Internet in the comforts of their hotel room. Juggling tasks while on the road just got easier.

14. Busy business executives can easily retrieve, listen to, prioritize and forward voicemails from their many phones including their work phone, mobile phone and home phone. Important calls won't be lost or forgotten even when the quantity of voicemails gets overwhelming.

15. Sales representatives can track their important customers and their specific needs, and more easily pass on leads to their appropriate colleagues. No need to type in instructions over the phone. This time saving tool can easily equate to more sales.

16. Troubleshooting personnel can effectively prevent misunderstandings by retaining their clients' voicemail communications and instructions or case-specific messages.

17. Cost-conscious mobile phone business users don't need to waste precious "paid minutes" listening to people rambling on their voicemail. With VOIP recorded voicemail they can listen to those messages via the Internet and not pay for "air time or making calls back home to retrieve local voicemail.

18. Busy managers can easily delegate tasks using VOIP recorded voice mail messages. Simply forward the attached voicemail with brief directions to subordinates while maintaining a detailed record for guaranteed accountability and reporting.

19. Technical Professionals can keep a history of voicemail messages to help research a set of problems or pass the voicemail to colleagues in the technical support department to help resolve the problem by hearing it directly from the customer.

20. Savings for small business because you can make use of a small free PBX system with multiple extensions or take advantage of the available software driven PBXs like Asterisk or VOCAL. More on this in upcoming advanced strategies. Sign up here to learn more

Do you have what it takes to Profit from Voice Over Internet Protocol?

As you can see this technology offers many remote services such as follow me and find me services. This means your voicemail can follow you and your telephone number can be setup to find you when you want it to, regardless of where you are in the world. To profit from VOIP, you may be surprise to find VOIP services work pretty much off of your existing equipment.

Software Computer Based - If you have a computer you have the foundation of a VOIP service. Now all you need are:

- a reliable high speed internet connection, DSL OR Cable

- a sound card that works,

- a microphone to speak into,

- a set of speakers to hear your calling party, and

- a software package like Skype

Modem and Networked Based - If you don't have a computer, but have a phone, then all you need are the following.

- A reliable high speed internet connection, DSL OR Cable

- A VOIP modem and associated cables that can be plugged into your high speed network.

With this equipment you are ready to start making and receiving phone calls. Keep in mind most computers have this equipment already. I have helped many customers setup numerous VOIP setups and the most common problems we encountered, had to do with the speaker or microphone port on their PC not working. So you have to make sure it works or purchase inexpensive replacements from your preferred electronics store or a place like Amazon.com.

How do you Build VOIP into your Business Process?

There are a number of ways to build VOIP into your business, we will define the high level hardware based method and then a purely software driven methodology.

Implement VOIP/Immediately Save Money and Reduce Expenses

Hardware Based - Fast and Easy

Call the latest VOIP service supplier in your area and order service and wait for the internet adaptor to arrive, then

1. ensure audio and microphone work on your computer,

2. ensure your network DSL or cable network in place

3. receive the modem that was shipped to you

4. plug it into your router

5. plug in your phone

Software Based – Even Faster and Maybe as Easy

Go sit in front of the computer:

1. have your computer, DSL or cable network in place

2. go to Skype.com or larger go to Ring Central.com

3. click download and install SKYPE, or join Ring Central via your computer

4. turn on PC , Install or use the built in headset and microphone if needed

5. bring up Skype, or Ring Central -find a buddy

6. talk for free with Skype or Flat Rate with Ring Central

- yes you can use MSN and Yahoo but service is pure internet and not as reliable.
- There are ways to dial from computer to regular landline in advanced strategies. Skype and Ring Central services are explained more at TechOSS.com

What's in it now for the Small Business Owner?

Voice to VOIP - VOIP technology fits into the end to end IOVC business process improvement paradigm perfectly. VOIP integrates with the internet, makes your office processes more efficient and streamlined, and helps make the office processes more efficient. The voice output can integrate well with customer focused solutions like client contact management systems and office VOIP Mail because files and emails can go directly into these systems.

You owe it to yourself as a business owner to help your bottom line because VOIP service is absolutely guaranteed to reduce your cost to talk. This service can be setup and installed rather easily by a knowledgeable person

or company.

Taking Action – Voice to VOIP

Voice to VOIP - Take the time to walk yourself through installing your own Voice Over IP system.

Fill out the next steps depending on your preferred setup

Hardware Based - Fast and Easy

1. Contact your local VOIP service supplier _____
2. Wait for the internet adaptor to arrive _____
3. Ensure your network DSL or cable network in place _____
4. Install adaptor (on computer -if you want)_____
5. Plug it into your phone _____
6. Talk ____

Software Based – Even Faster and Maybe as Easy

1. Sit in front of the computer _____
2. Ensure internet network is in place
3. Go To Skype com ___
4. Download Software _____
5. Install SKYPE ___
6. Attached and Put On headset and microphone (optional) _____
7. Turn Up Skype ____
8. Find a friend on Skype and talk for free___

Next Steps – Added Internet, Office, VOIP - > Now Add CRM

At this point you have adapted your business to IOVC Strategy and Technology because you have developed your *internet* website, automated your *office* process and implemented the best telephone system for your *voice activities*, so now lets address why we are doing all of this, getting *customers* and turning them in to clients.

Moving on to Getting Clients

Get Clients Now and Retain them Longer

The Customer Component of IOVC Technology

The "C" component of the IOVC technology refers to Customer Relationship Building (Getting Clients) and Customer Relationship Management (Maintaining Relationships). This concept has a wide array of meanings to many people; therefore it is important to understand what it means as an IOVC component and how it will be beneficial to your business to integrate IOVC CRM into your daily business process.

The situation is you want customers, lots of them, however for some reason, people still believe that if you build it they will come. Rest assured customers will not come to your website because you built it. You need a client attraction strategy that is reflective of your selling style.

Unlike the technology centric process that all the regular internet pundits propose, we strongly suggest you get clients by direct contact first. You can build in person contacts over the internet and by telephone. You need to let folks know you are a real human.

IOVC strategy and technology process is about using an in person strategy to meet people, let them get to know you and then proceed to having them gladly become your customer or better yet your client. Then use technology as the support process to supply awesome customer service.

Let your offline, build your online, and use your technology to support your business process.

What is your Customer/Client Relationship Management Process?

CRM entails all aspects of interaction that a company has with its customer, whether it is sales or service related. From an IOVC perspective we address CRM as:

1. <u>Building</u> of a formal, traceable customer acquisition process.

2. <u>Managing</u> the customer relationship using supporting technology.

CRM or customer relationship management process with technology support helps a business get clients and then manage the relationship in an organized way.

It is more than just the software, because IOVC strategy and technology CRM, *proposes <u>people and process</u> to attract clients and products and projects to maintain your customers.*

25 Beneficial Reasons to Build IOVC CRM into Your Sales Process?

The major benefits of IOVC CRM strategy - people, process, product and project - are about gaining an improved pipeline of prospective customers.

Then with the support of your IOVC CRM technology, you are then enabled to foster a better relationship with your existing customers. Working the two step strategy and technology process will provide many of the following benefits.

1. Helps you build your client base faster in any field

2. Helpful in developing a system for generating prospects

3. Instrumental in helping build a valuable customer follow up system

4. Very effective at helping you close your sales

5. Works well with building effective long lasting customer relationships

6. Provides the ability to reschedule an appointment in real time.

7. This demonstrates to the customers that you have a fast and efficient operation in place.

8. Increased sales through better timing due to anticipating needs based on historic trends.

9. CRM allows you to manage your time and activities with the help of pop-up reminders.

10. Provide an up-to-date and efficient FAQ system using real time data.

11. Create a knowledge base of articles that allow you to collect and share valuable information within your organization.

12. Identifying needs more effectively by understanding specific customer requirements.

13. Cross-selling of other products by highlighting and suggesting alternatives or enhancements.

14. Effective targeted marketing communications aimed specifically at customer needs.

15. Allows a more personal approach and the development of new or improved products and services in order to win more business in the future.

16. Enhanced customer satisfaction and retention ensures that your good reputation in the marketplace will continue to grow.

17. Get increased value from your existing customers.

18. Helps reduce cost associated with supporting and servicing customers by increasing your overall efficiency and reducing total cost of sales.

19. Concentrated efforts on finding new customers and expanding your market.

20. Helps you know more about your customers, the easier it is to identify new prospects, and the easier it is to increase your customer

base.

21. A non proprietary CRM system will have the ability to let you or your developers integrate its functions with third-party applications like Web services, an Autoresponder or just about any other information system, making it a very powerful solution.

22. Web based capabilities can save you a lot of time and money, and allow your employees to work both online and offline without hindering their efficiencies.

23. Develop and view complete profiles of all your customers, regardless of when and where their information was obtained from initially.

24. Gain additional office benefits by streamlining your business process beyond system and office boundaries.

25. Alleviate employees from the task of manually re-entering data, thus making them available to focus on the first part of the IOVC CRM process which is 'get client's now.

Do you have what it takes to Profit from IOVC CRM?

If you want clients then you have what you need to get started- Desire. To get and manage clients you need a process. You will need education in use of the 'Get Clients Now' process. You then need software programs that can help you track and manage your potential and current customers.

How do you build a CRM into your Business Process?

The process encompasses people, process and products working synergistically. Then you create a project to make it happen.

Build Powerful Relationships and Manage Strong Relationships

1. Review the Get Clients Now Process above

2. Start Tracking Your Contacts in One Location

3. See Tips and Techniques section of this document

4. Contact us for free consultation

From a technology perspective you can build CRM into your daily office processes by putting the prospective or current customer's names and references into a database of some sort.

Technology-wise, a PC with off the shelf software like Microsoft Outlook and or an autoresponder will work fine.

As you grow, a server based solution like Aweber, 1shopping cart or SugarCRM would be needed.

What's in it now for the Small Business Owner?

Get Clients Now - An important component to your business is the maintenance of good customer relationships. It is essential to properly integrate CRM 'get clients now' strategy, along with IOVC technology into

your business, to ensure an excellent and profitable relationship between the customer and the point or points of contact within your organization.

Therefore, by using the recommended Get Client Now Program along with a database tool you will get customer information stored all in one place. You can integrate your office processes across software applications like Outlook, Lotus notes and the like and it will integrate with your Pocket PC or Palm enabling more flexibility in your day. You get to track all your pertinent and relevant information in one place. You can synchronize calendars with folks not using your software.

Managing your sales process, the pipeline is crucial to continue your business. The results will be a pipeline of customers when you need them with the ability to use your technology to monetize your pipeline to improve your bottom line.

Taking Action – CRM	
Get Started Now - Attracting More Customers	

Get Clients Now/Manage Relationships

Getting Clients Process - Questions to ask self are:

1. Define your sales process, beginning to end.
    a. How do you attract prospects?
    b. Which ways are you making contacts?
    c. Is there a process to gather your leads?
    d. Do you make it a point to go after and collect referrals?

2. Define how closely align your service and support process are with you sales process?
    a. For a small business sales and service is usually the same thing?
    b. Should it be or can it be improved?
    c. Is there a way to ensure support does not hinder sales?
    d. Is there a way to make support part of bringing in new sales?

3. Define your follow up process?
    a. Do you have one?

      b. Is it formally or consistently followed?

      c. Can you measure the benefits?

4.   Are you getting presentation moments or opportunities?

      a. Are your results from the first 3 steps producing results?

5.   Are you getting valuable referrals?

      a. Are your customers referring you?

      b. Do you have a referral strategy for partners?

6.   Are you closing sales?

      a. Are your ratios relevant to what they should be?

Next Steps – Tie it altogether with BPI - BPM

You have your *internet* website drawing in customers. In your *office* you are dealing with the deluge of customers and responses. The telephones are ringing off the hook and you hear your customer's **voices**, due to your awesome get **client's** now process. Well it may not be too bad but it can be and when it does you need to step back and say okay what do I need to change or adjust? Now its time for *business process improvement and business process management.*

Moving on to BPI and BPM

There is Money Waiting to be Discovered in Your Business

 Business Process Improvement and Management

Traditionally business process improvement and business process management solutions have primarily been associated with large corporate businesses; however, it can be adapted to small and medium size businesses as well.

A common problem that occurs amongst businesses that have been in operation for a while is that all the components of your business processes naturally evolve to become more complex, disjointed and out of sync. This happens because of the normal evolution and variation in the business growth process or you are the solo entrepreneur and growth is becoming something you can't handle. The interaction you have with your customers, vendors and suppliers, means the unknowns drive a different set of business activities based on demand not what was planned.

Remember - if you can't measure it then you can't manage it. This is a very true statement.

The ability to manage and grow your evolving set of business processes and keep them operating at peak efficiency becomes difficult. Eventually it becomes a struggle to perform the basic functions that keep your business healthy. Ultimately it graduates to an even larger challenge of keeping you, your team in sync with your business office processes and their supporting standards and technologies.

What is your Business Processes Improvement Process?

To determine your business workflow processes, you must first understand what an end to end business process is, then how to improve it and finally how to manage it.

Your office or business process is essentially the normal office workflow that you use daily to carry out your business. Your normal office workflow is made up of many working parts. These parts or process components consist of your people, processes, products, and projects. To support or facilitate these components, you have internet, office, voice and customer focused technologies and processes that you developed to run your business. Together, these components along with their corresponding support, work to drive the performance of your daily business functions. Early on we discussed the people component, now we will discuss your process components from an end-to-end perspective.

Integrated IOVC business processes with a focus on the people and the process enable cross systems, cross products, cross department communication regardless of the software you are using. As a business owner you need to take a step back and analyze your business from a top down perspective, it will become evident that your end-to-end business process or business workflow is essentially what drives your business and needs to be manage not just evolve per demand.

Your ability to manage your processes and keep them operating at peak efficiency is what is needed to keep your business healthy and ahead of the competition.

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You should manage your business process to profitability.

6 Cost-Effective Reasons TO Conduct a BPI Assessment

The rewards of conducting a BRI assessment are not always readily apparent when you are mired in the day to day business operation; however the benefits can be tremendous.

1. Establishes a more effective business process,

2. Enables other products and services within your organization to operate more efficiently.

3. Resolves outstanding issues associated with your end to end business operation that helps you define the gaps in your internal operations.

4. Removes many of the daily problems and disconnects with your vendors.

5. Keeps your business processes in sync with your technology, your people and your customers.

6. Saves you money when you eliminate gaps and accentuate the positives in your processes.

Do you have what it takes to Profit from a BPI Assessment?

You have a business, you have people and you have a process. You have a small business, or a large business, it doesn't matter you have a process.

Processes will evolve and change regardless of business size. In order to determine a proper business improvement strategy, you must first understand the needs of your business and identify the perceived or real business problems.

W. Edwards Deming tells us that "97% of all failure is due to the SYSTEM and not the person."

This can be formalized by outlining the problems on paper, and also identifying what tools and procedures are used when outlining your business process. You probably use many forms in your business already. Most business processes can be mapped to forms that travel between people which make up your business processes.

If you would like to bring in more profits from an existing business operation, then it will serve your best interest to investigate the BPI/BPM paradigm further. These readily available business process improvement technologies have the potential to greatly increase the efficiency and hence the profits of your business.

If you've grown to the point of overwhelm, there are two possible outcomes, continued and growing disorganization or … Success with an outrageously effective end-to-end business process management system.

How do you build a Process Assessment into your Business?

Is Money Waiting To be Discovered in Your Business - Most businesses do not consider that they have an end-to-end business process. They usually view their business vertically, that is process by process. So you start by

first determining what your business processes are. You must keep your customer perspective in mind. Then start defining which areas need improvement. The gaps you find and improve are found money. The step by step process follows.

Finding Money in Your Existing Process

1. **Build a Picture of your Current Environment** - Start by documenting your existing business process by creating end to end process maps.

2. **Identify Value** – review a process horizontally across your business, and then identify which steps in your process add value.

3. **Uncover Detractors** - Next identify which steps detract from the efficiency of the process.

4. **Eliminate Money Losers** - Once the value adds and the detractors have been determined, you would then work with yourself, your team, your consultant, to eliminate those business steps that fail to add value.

5. **Prepare for Deployment** – Review your final solution, understand your implementation needs. Then put in place what is required to deploy or rollout the solution.

6. **Rollout the Solution** - During deployment you understand and discuss what to do when the identified solution conflicts with business policy or a current external process.

7. **Business Process Management** - Use and Monitor the New Process - Finally the solution becomes operational and you start enjoying a profitable environment.

What's in it now for the Small Business Owner?

BPI/BPM - Business process improvement and business process management have become essential tools to the growth and sustenance of just about any business office process, and should not be ignored. The goal of an end-to-end assessment is operational office efficiency. A critical step by step study of your business processes will enable you to come up with a highly effective and cost efficient operational process that is essential to the success of your business. You will recognize reduced cost of technology and software. There will be improvements in your morale, better vendor relationships and collaborative systems that communicate with each other.

Taking Action – Business Process

Finding Money in Your Existing Process

Start Understanding Your Business Processes Today

1. Build a Picture of your Current Environment _____

2. Identify Value _____

3. Uncover Detractors _____

4. Eliminate Money Losers _____

5. Prepare for Deployment _____

6. Rollout the Solution _____

7. Business Process Management -_____

Next Steps

This area is so vast, that we are not able to cover the subject in its entirety. However, we urge you to investigate this area of IOVC technologies further to profit from their capabilities.

Contact us for free consultation

Conclusion

To end this conversation, remember from a strategic perspective, this document addressed the; who, what, why when, where and how of building an internet business. It covered the spectrum by addressing strategically, the people and process and then tactically, the products, and projects.

By now you should clearly understand the individual components that make up IOVC Strategy and Technology and what are their services? You then found out why you should use a component due to a definitive list of business benefits listed with each component. You then learned if you have what it takes to build and profit from putting into effect the IOVC Strategy and Technology. Finally you will want to complete the workbook exercises at the end of each chapter and try the tips and techniques, step by step.

Of course attached to this is the TechOSS learning program. Please join us at www.blogheaven.techoss.com

Anyone can start an internet business. And the tools can be much simpler. And yes there are many, many more software solutions out there that can help build a website easier or harder. The key is in what mode do you operate? If not a techie then don't fall for techie solutions. Also know that no one does it alone, so get some help.

What we propose is a change in thinking and spending if you are serious about staying for the long haul. Automate your business, seek passive income, 24X7 -availability and accelerate your progress and profits now.

IOVC Strategy and Technology provides you with an environment that will grow with you and encourage you to grow and evolve and will ultimately accelerate your progress and profits.

Remember Nothing Happens without Action

IOVC Resource Appendix

TERMS and ACRONYMS

4 Ps	People – Why you do it
	Process – How you will make it happen
	Product – What you will use to make it happen
	Project – When you will make it all happen
	See Tips and Techniques and Recommendations sections for products and tools associated with each area.
BPI	Business Process Improvement
BPM	Business Process Management
GCN Programs	Get Clients Now Program
Internet shopping	A group of people is walking down a digital avenue looking for your products and service. The group that wants your product is the group you need to capture to buy your services.
IOC Strategy	Concepts and Methods to ensure success
IOVC	Internet, Office , VOIP and CRM
IOVC technology	Technology used to ensure integration and synchronization
LAMPS	5 step process, Learn about the situation and gain usable knowledge. Activate the process of working within the situation, Motivate the team to realize the

	value of the current situation, Participate in the planning, design and deployment of the solution and Success is recognized due to a situational learning approach.
MAPP	Motivational Appraisal Personal Performance
Q&A	Question and Answer process
RBOC	Regional Bell Operating Company
VRE	virtual real estate of the internet

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I'd like to thank the following folks who helped me focus and deliver.

Resources and Website References

To get recommendations for systems, tools and resources that will help you build your own IOVC knowledge and tools

Join Us at http://www.techoss.com/blog-heaven

For more information and coaching on IOVC and just motivation in small business then go register at: www.successismnadatorynow.com

Take a short self appraisal program - See Quiz-Motivational-Assessments in

Resources Section

Take a MAPP assessment See Motivational-Appraisal-of-Personal-

Performance in Resources Section

About the Author

Gregory L. Burrus

Small Business Owner, Technology Consultant, Internet Business Development Coach, Article Writer and E-Book Publisher.

Helping People Succeed Through The Use of IOVC Communications Technology

Gregory L. Burrus, the founding member of TechOSS has one goal in mind: To help you the entrepreneur, get your business venture operating efficiently with the proper use of IOVC strategy and technology. Greg, who has also been dubbed the 'technology expert', believes that in order for your business to survive successfully in this very competitive environment, it must use holistic end to end solutions. These solutions should be automated as much as possible. Then the business owner must look at repurposing their valuable resources to further increase productivity and profitability. The owner must integrate technology into its day-to-day activities. With a strong focus on internet, office, voice, and customer focused technologies, Greg will help you drive your business towards a competitive set of business process improvement functions that will be able to cope with the growth of your business.

There was a time when these technologies were only available to large companies, and were not necessarily affordable to the small and medium sized business markets. With Greg's systematic approach to the proper use and integration of IOVC strategy and technology into your business, not only is optimizing your business more affordable, but he makes the whole learning curve a breeze!

Greg's Immediate contact info

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Technical Office Services and Solutions Mission

Greg has experience with, and is focused on providing small business owners, non-profits and solo-entrepreneurs the capability to make profitable use of the latest in IOVC Strategy and Technology. As he states,

"Working with start-up entrepreneurs, especially women business owners and non-profit organizations, and guiding them through the process of designing and building the internet technology platform that drives the business of their dreams, is both my mission and my passion."

Greg's list of clientele spans all across North America, from Hawaii to Atlanta, and from Vancouver to Montreal. He provides a diversification of technical business development solutions ranging from an online magazine to a catering service, from a life coach to support for a real estate appraisal firm.

Greg uses a unique situational learning approach that makes it easy for his clients to grasp the concepts behind IOVC strategy and technology. Within moments of working with Greg, his clients immediately start to see how the use of IOVC technology as a tool that can help enhance their business, render it more efficient, attract more clients, and generate more revenue. All this is achieved through Greg's business sense, his up-to-date knowledge of the latest in technology and his capacity to fully understand his client's needs. Greg's sincerity, commitment, dedication, and passion to improve the current and future business environments of his clients, really comes through when he takes on their business goals as his own.

Greg is known for his very straightforward but insightful, coaching and consulting style. His patience, enthusiasm, and eternal optimism both inspire his clients and help them get on track. Once on track, Greg helps his clients stay focused and motivated while building their business. He provides them with the confidence that he will be there, when needed.

What makes Greg Burrus a Technology Expert?

Greg's vast experience in a diverse set of business venues, has earned him the title of 'Technology Expert'. While working as a corporate manager for over 20 years at Verizon, Greg was responsible for working on, and developing telecommunications solutions to implement both inside the company and for external customers. He worked on numerous technology solutions, including delivering the first ever implementation of voice mail

for Verizon. In his role as Director, Operational Support Systems, Greg was responsible for directing teams in numerous business process reengineering projects that were budgeted at 100 million dollars and more.

During his time as a consultant and contractor for a number of telecommunications companies within the US and Canada, Greg was recognized as being the service order delivery systems expert. His love for travel, prompted him to take consulting assignments in various major cities. In Canada alone, he completed projects in Vancouver, Edmonton, Ottawa, Toronto, Montreal, and St. Johns. In the US, Greg worked as Business Systems Analyst, Project Manager and Operational Support System Deployment Specialist. These roles, took him all over the country, consulting for such major telecommunications companies as AT&T, Bell South, Sprint, NextTel, New South Telephone, KMC Telecom, Accenture, Deloitte and many other CLECS.

As the founder and Managing Director of Technical Office Service and Solutions (TechOSS) for the last 5 years, Greg has brought together his 20+ years of large IT company and telecommunications experiences to bring forth a way to make large company business process, internet technology and telecommunications solutions affordable and available to small and entrepreneurial businesses of all sizes. He has shaped and framed this as IOVC Strategy and Technology. Greg has also developed a very dynamic and appealing business focused website development solution that is effective in attracting more customers, and therefore increasing his client's bottom line.

Greg is a published writer, who has written articles on a range of IOVC Strategy and Technology solutions from website development technology to staying on course by avoiding procrastination. He is also the author of "How to Build your Business with IOVC Strategy and Technology", a special report recently released in the 1st Qtr of 2007.

Greg is online everyday and can be found at in Facebook, http://www.linkedin.com/in/gregburrus and http://gregb.qassia.com