Ribb"IT" Review

Long-Term Thinking

Thinking long-term allows you to see things strategically. Everyone deals with issues — highly motivated people effectively navigate short-term issues while remaining diligently focused on long-term goals and opportunities. It takes discipline, but if you want sales motivation that is not easily sent off track and if you want to master high-profit selling, then you must think long term. If you don't stay focused on the long-term goal, you can very easily allow the results of a single day to shape your mind for an entire week, month, or even quarter.

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we **shine***! Call us and put an end to your IT problems finally and forever!"*

- Alex Bleam, Frogworks

If You're Using Social Media, You're Ahead of the Game

CEOs range from big and popular all the way to owners of failed companies. A CEO can come in just about any package, with any personality. However, what the world is lacking is CEOs that not only are technology savvy, but social media savvy.

Recently, IBM conducted a survey that indicated that only a very small percentage – 16%, to be exact – of CEOs participate in social media. However, it appears that in the next five years, the number will climb from 16% to 57% because CEOs are starting to realize that one of the best ways to reach their audiences is to venture online.

"As CEOs ratchet up the level of openness within their organizations, they are developing collaborative environments where employees are encouraged to speak up, exercise personal initiative, connect with fellow collaborators, and innovate," the IBM study stated.

If your CEO participates in social media networking, it can make the company more competitive as a whole – and more relatable, too, which is key in building solid relationships with potential clients.

Still not convinced? Social media is the second most used engagement method with clients, only outclassed very slightly by face-to-face interactions. More than half of CEOs are planning on bringing technology on board to help them partner with other organizations to promote their businesses. Maybe most impressive of all is the fact that

most of these CEOs are not planning to toss the social media ball to another member of their organizations; many CEOs indicated that they were going to learn the systems themselves and "lead by example".

That is how absolutely important learning and using social media is: CEOs are planning on taking time out of their very busy schedules to learn something new.

If a company wants to stay competitive, it must evolve, and this idea is reinforced by the IBM study. To gain a client's trust, a company must act on a personal, intimate level, which means a lot is at stake when it comes to social media. No more are the days of tall towers with CEOs hidden at the top because they hired someone else to interact with clients – coming soon are the days of friendly, straightforward, honest interactions with the people a company wants to do business with.

How to Win Back Customers You've Lost

Just because a customer has left your services doesn't mean they're gone forever. Chances are they likely miss your services and would love to come back if you would simply give them a reason to do so. Generally speaking, if you ask customers to come back and give them an excellent reason to do so, they will.

But you can't just ask in any old way. A study done by a private company found that phone calls offering discount rates brought the least amount of traffic back, and a mailing with a cute cat begging the customer to come back brought the most.

The fact is that ex-clients are already generated leads. If you can get a quarter of the customers you've lost to other businesses back on board you could be saving yourself a ton of time and money. So now that you're thinking about approaching some of your former customers, what's the best way to do so? How can you win them back effectively?
Once you've identified what a "lost client" is to your company, you can try a few strategies to try and win them back.

Is Cloud Right For You?

Cloud computing solutions are very beneficial to the right organization, but not right for every company; so if you're thinking about making the transition to the cloud, you should fully understand the pros and cons of switching before you spend money on a new technology solution. However, if the cloud is right for your business, you can lower your technology expenses by 20-50%, simplify your IT infrastructure, say goodbye to ongoing IT problems, and allow your employees to work remotely from anywhere, anytime.

Request your FREE copy today at http://www.getfrogworks.com/5-critical-facts-every-business-owner-must-know-before-moving-their-network-to-the-cloud/ or call our office at (240) 880-1944.

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Today's Technology

Exoskeleton's Revamped

Assisted walking just got smarter. A new algorithm for an exoskeleton uses direct feedback from the wearer to customize the assistance provided, according to a new study. The algorithm tested the participants' responses to 32 different patterns, which changed every 2 minutes. Then, it measured whether the pattern was making it easier or more difficult for the person to walk. By the end of the session, which lasted just longer than an hour, the algorithm produced a unique pattern of assistance optimized for each individual. In experiments with 11 able-bodied people, the so-called human-in-the-loop algorithm took about an hour to optimize the exoskeleton, and afterward, reduced the amount of energy participants needed to walk by 24%, on average. Previously, the largest average energy reductions achieved by other research teams were 14.5%, using manually adjusted ankle exoskeletons worn on both legs, and 22.8 %, using an exosuit that acted on both hips and both ankles. But the CMU human-in-the-loop algorithm performed better, and it didn't rely on preprogramming.

Write Them Honest, Personal Letters

Reaching out via letter is one of the most powerful ways to alert someone that you miss them and wish to talk to them again. In an age where the average e-mail gets 3.4 seconds of attention, a piece of mail can be a very valuable way to communicate. Everyone likes to be wanted. If you can make someone feel that way with a personal letter that expresses how much you and your company miss them, then sometimes that alone can bring them back.

Offer Something Special

Sometimes when a company offers a good deal, people come back. For example, Macy's offered a $10 gift card to anyone who came back in the doors (and there wasn't even a minimum purchase). Sears sends out valuable coupons if a customer hasn't walked in the door in some time, and sometimes companies offer exclusive deals that only apply to customers returning to use services.

Always Make a Returning Client Feel Like a New Client

Even though your company is the same company that a customer left behind, it doesn't mean it has to be the same when they finally choose to come back. If you're constantly updating your content to create a smoother, more user-friendly environment, a return customer may be more willing to stay. Improving your features, customer service, and content can make a customer stay the second time around.

Three Changes to Your Website That Are Proven to Improve Conversion

How's your company's website? How well does it convert? Do you know the answer to that question? If you don't, that's a problem.

Most company websites are varying degrees of ineffective, but there's good news. You can potentially change that by doing these three things!

Measure your results

Too often, an entrepreneur will spend money to have a website built, and once it's up and running, that's it. Items marked off of the day's "to-do" list, and onto the next thing. Unfortunately, that's very far from what it takes to make your website work. It's incredibly important to measure the response to your website and make changes to increase your conversion.

Experiment with competing calls to action on multiple landing pages to see which one works the best. If you're not testing on a near-constant basis, you are leaving money on the table.

Experiment with different approaches to get people to sign up for your mailing list. Try new headlines. Try a radical redesign. Even a "failed" test is revealing. Over time, these ongoing experiments will help improve your conversion rates.

Get To The Point, FAST!

Today's consumer has access to so much information at such great speeds that it is much harder to get their attention for long. The reality is that most of your site's visitors aren't sure if they want to buy from you or not. Tell them why they should as close to the top of the page as possible.

Tell them what sets your company apart from the rest, and what you bring to the table that's different and compelling at or near the top of your website. This is commonly called "above the fold".

Your copy isn't the only place you need to be quick. Studies suggest that for every second it takes your page to load, you lose 7% of the people visiting your site. Be relentless about optimizing your page's load times. It should be virtually instantaneous. Work hard to eliminate bottlenecks in page loading speed.

Shorter Forms Improve Response

People often walk away from a purchase for no other reason than the order form is long and confusing.

Make sure your order form process is quick, streamlined and painless. The more hoops you make someone jump through to complete their transaction, the more likely they are to simply abandon it. Keep your forms down to the minimum about of information needed to successfully complete the transaction.

No matter if you're new to the world of business or a seasoned pro you're almost certain to get plenty of advice about how to increase your sales. The reality is that the concepts are not that much different from increasing your sales in the brick and mortar world.

There are many other steps you can take to improve conversions on your website. If you commit to doing the three things outlined above, you will have a great start to seeing a measurable difference in your conversion rates.