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THE BENEFITS OF USING LISTS

USE TIME MANAGEMENT AS SUCCESSFUL CEOS DO

Initial business hurdles can seem insurmountable but can be overcome with patience, knowledgeable help, and proper time management. Time is a precious resource; the more organized you are in your life or business, the more profit you can earn.

Speaking to a packed crowd, world-renowned motivational speaker and entrepreneur Brian Tracy noted that 49 out of 50 successful CEOs have one thing in common: They write down their daily to-do lists, including everything they have to do for the day. This simple time management strategy is the key to ensuring you stay on top of your business goals and don't waste valuable time.

Effective time management isn't just for business owners; it's also an excellent tool for your day-to-day life as you carve out more space for your most precious resource: time.

What are the benefits of managing your time?

Everything you will ever do takes effort and time. It's the one asset we all have in common; it's finite and can't be saved for



use later. Managing your time allows you to get the most out of your work and the other things vital to you in life.

Experts talk a lot about time management, but what is it? Time management is optimizing and scheduling your time to allow for all of your responsibilities and obligations. Utilizing these techniques can help you complete more in less time.

Helps You Get Organized

Brian Tracy states, "Time management is not a peripheral activity or skill. It is the core skill upon which everything

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DISCONNECT TO RECONNECT

The Power of Unplugging in a Digital World

One of my best memories is going to Disney with my family and seeing my daughters' eyes light up as they turned the corner on Main Street to see the castle for the first time. We are huge Disney people now, and we've visited so many times that we just enjoy the experience without stressing about every ride. Nothing beats wandering down Main Street, enjoying quality time, and taking in the piano player and the sights. Just imagine if I had been glued to my phone during these treasured family moments — I would have missed out on that beautiful twinkle in my daughters' eyes.

Technology has changed how we live and is a part of almost every routine in our daily lives. While advancements in electronics make so many things possible, it's essential to take time to unplug and step away from our phones. According to the Pew Research Center, 31% of U.S. adults go online "almost constantly," and 85% go online on a daily basis. Excessive use of technology can lead to problems like eye strain, difficulty falling asleep, decreased social connection, and even depression or anxiety. March 1 is the National Day of Unplugging, a day dedicated to unplugging, going outdoors, relaxing, and being more present. In today's technology-driven world, creating boundaries with our devices is more important than ever.

As an IT professional, I know firsthand how important it is to have time away from screens for a necessary mental break. Some of my favorite ways to unplug are going outdoors for a bike ride or scuba diving, where the only screen you'll be looking at is your scuba mask. Trust me, none of your electronics work 100 feet below the ocean's surface! Other great ways to unplug include setting time aside with friends or family, visiting a museum, reading a newspaper, or even finding time every day to step away from your computer.

Here are eight of the greatest benefits of unplugging or reducing screen time:

- Reduce your stress and anxiety.
- Form deeper social connections.
- Increase mindfulness and focus.
- Improve your sleep.
- Give your eyes and posture a break.
- Increase your productivity.
- Achieve personal goals.
- Build meaningful memories with your family.

Whether you're trying out a 24-hour phone break or just taking 10 minutes away from your screen, at Christo IT we're here so you don't have to worry about cybersecurity. With our staff of experienced engineers, we



can help you create a plan to keep your business safe, so you have more time to make your own Main Street memories with your family.

When I think about unplugging, it's like a cup of coffee. Enjoy every sip, but it might be time to cut yourself off if you are on your fourth pot of the day. The same can be said about picking up your phone or scrolling through social media. Don't overdo

it and make sure to set aside time away from your devices.



Master the Art of Conversation and Sales

Have you ever encountered a salesperson who launched right into their spiel without talking to you beforehand? If so, you know firsthand the importance of listening first. Not only do salespeople like this make you feel like a commodity, but it often leads to misaligned sales attempts.

It's like someone trying to sell siding to someone who owns a brick home — or pitching the latest car model to someone who is fully content with their slightly new, fully paid-off model. These sales attempts fall flat, but more importantly, they miss an opportunity to connect with the prospective client.

Instead, salespeople need to open the conversation and have a dialogue with prospects. There doesn't need to be a lengthy discourse; salespeople must still respect a potential client's time. A short, meaningful exchange can reveal insights into who they are, their business needs, and their goals. Then, no one will waste valuable time pitching or listening to information about an irrelevant product.

Being a good conversationalist, no matter who you are, leaves a positive impression and makes you memorable. Through these interactions, you lay the foundation for relationships, and as we know — people do business with those they know and trust. How can your prospects know and trust you if you don't take the time to know and trust them?

Clients who feel heard and understood are more likely to become loyal advocates of your brand, extending your reach beyond conventional marketing efforts. Listening to your clients goes beyond being personable. It builds a client-centric culture that builds a foundation for long-term growth.

Focusing on conversation, rather than aggressive pitching, is not only polite but also a strategic move that can lead to more meaningful business relationships. So, how do we effectively shift our approach to ensure our conversations with prospects are as productive as they are pleasant?



The secret lies in asking the right questions. Start by asking about their business. "Why" questions are particularly powerful. For instance, why are they launching a new product, or what prompted them to add staff? These questions show your interest in their business and give insight into their motivations and challenges.

To ask meaningful questions, you must come prepared. Before sitting down with a prospect, do your homework. Visit their website, read their "About" page, and familiarize yourself with key staff members. This background information equips you to ask relevant questions and demonstrates your genuine interest in their business.

Other practical questions involve their needs and goals. What did they learn from the previous year? What changes do they want to make this year? As they respond, engage with follow-up questions to show you understand. For example, if they mention adding a new CRM (Customer Relationship Management) system due to increased orders, ask them what drove their growth. These conversations reveal their plans and business needs, which will help you align your products and services appropriately.

The goal isn't to be intrusive but to express natural curiosity about their business. They set a business meeting with you and expect to discuss business matters. When you ask strategic questions, you shift the dynamic from a transactional encounter to a meaningful relationship. This shift builds trust — a crucial element in any business relationship.

The art of conversation in sales and life is about finding a balance between being informative and attentive. It's about listening and understanding the prospect's unique needs and goals. Embracing this will grow your sales and strengthen your business relationships, turning them into long-term clients.

So, let's step out of the traditional sales script and start listening. We can transform our sales tactics one conversation at a time.

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else in life depends." Being organized saves time, helps relieve stress, and improves mental health.

Enhances Your Outlook on the Day

Making a list of things to do for the day is one of the best ways to plan and guarantee a productive day. Whether you do it the night before or the following morning, this trick helps you dive right in and complete your tasks.

Helps You Avoid Procrastination

We all procrastinate sometimes. Glancing at phone notifications or browsing social media are distractions that drain significant time and often delay or stop us from reaching our goals. Using a list to prioritize tasks can reduce the temptation to succumb to time wasters so you work faster and smarter, leaving you with more personal time.

How do you organize your time with lists?

To ensure your daily to-do lists are the most effective for the future you envision, take a step back to do some more significant planning first: creating a master list of sorts identifying your life's dreams and goals. Then, sort those goals by how long they will take to accomplish. After this, you can break your



year and five-year plans into monthly milestones for you to hit. Then, it's easier to create a monthly list of your primary goals at the beginning of every month.

Using this list, break those goals into smaller, week-to-week, and daily tasks. While it may seem daunting to write all of these down, software programs and apps can help you organize your short- and long-term goals; these include project management and time management software such as Taskwarrior, Monday, Asana, and Replicon. Tick off items on your list as you finish them; seeing this progress will help you move forward with conviction.

Starting every day off with a set of goals to meet helps you focus and avoid time drains that come with disorganization and procrastination. This simple yet effective time management tip will show you where you spend most of your time, allowing you to dedicate more direct energy to those issues. Proper scheduling and organization will give you back one of your most precious commodities: time. Start writing your daily to-do list today, and see how much closer you can get to achieving your goals and dreams.



HAVE A Laugh!



TIME TRAVEL WITH US



Grab your time travel hats! We're traveling back to stories you won't find in the history books!

Right Place, Right Time

Imagine a Parisian street filled with life. A photographer is there, about to take the first known photograph of a person. But the only person still enough to photograph was a man getting his shoes shined! The shoe-shining duo became unexpected celebrities in history as the subject of the first known photograph of humans in 1838.

The Big Short

In the summer of 1937, something extraordinary happened on the streets of Toronto that changed fashion forever. Two daring women went out in public wearing shorts. The sight was so unusual that it drew overwhelming attention and even caused a car wreck! While the moment caused quite a stir, it wasn't until after World War II that shorts gained popularity.