

"Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability"

3 Big Lies VoIP Salespeople Will Tell You To Get Your Money

Considering a VoIP system for your business?

Beware: The truth you need to make a good decision can be hard to come by. Here are a few "gotchas" to watch for when talking to VoIP system sales reps:

Big Lie #1 – "You won't need an updated or business-class firewall"

Chances are, the rep is telling you this to cut corners during onboarding. "VoIP phone lines were never designed to go through your firewall. Being forced through a firewall can have a severe impact on the sound quality of your phone system." Don't go for it! Offices with more than 8 users will likely need to upgrade to a business-class router in order to sufficiently support their VoIP system and prevent calls from breaking up or dropping.

Big Lie #2 – "Our network uptime is the best in the industry!"

Ask the rep how the provider network is set up. Do they have two points of presence (POPs) or six? Where is their core telecom equipment located? Is it located in just one of their POPs or all of them? Having multiple POPs is great, but if the core equipment is only in one or two of them, the reliability of their network is in jeopardy. You don't want that provider to have a problem in a single POP and it take the entire network down. Network uptime is great on paper, but it means nothing without the proper equipment in place and appropriately sized.

Big Lie #3 – "Your new system will have all the same features as your current one."

Do NOT assume this to be true. You'd be amazed by how many VoIP systems fail to provide even the most basic features. Be sure to get a hands-on demonstration to see for yourself how it will work. This will help you avoid any unpleasant surprises once your new system is installed.

Remember, it's "buyer beware" when shopping for a new VoIP system. This one decision could have a drastic impact on your company's ability to communicate with customers, suppliers and employees. Your bottom line is at stake, so take the time to shop carefully.

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Client Spotlight: Century 21 Nachman

CENTURY 21 Nachman Realty is the largest CENTURY 21 residential real estate company in Southeastern Virginia and Northeastern North Carolina with seven full service offices and 200 sales associates and brokers to serve its customers and clients. CENTURY 21 Nachman Realty was founded by Melvin and Helen Nachman in 1958 in Newport News, Virginia and the company has expanded over the ensuing 58 years from serving just the Virginia Peninsula to selling and managing real estate in Williamsburg, Gloucester, Chesapeake, Suffolk, Norfolk, Portsmouth, Virginia Beach, Elizabeth City, North Carolina, and the Outer Banks.

CENTURY 21 Nachman Realty also manages over 2000 residential rental units and has full service Relocation and REO Departments to meet their client's needs. Call CENTURY 21 Nachman Realty today for all your residential real estate requirements at 1-800-539-8014.



Star Wars BB-8 Droid Tie-In: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero CEO Paul Berberian and the company's two founders were invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, *The Force Awakens*, then in production – stuff nobody but folks

directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history.

-Wired, 09.03.15

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their use of pain medication. Some users experience relief in as little as 15 minutes. Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone – your results may vary.

-MedGadget 08.17.15

Want To Win A \$25 Gift Card?

Ready to Play?

Here's this month's question:

Gaming technology has given us a host of beloved characters.

Who of the following does NOT come from Nintendo®?

a) Mario b) Donkey Kong™ c) Sonic the Hedgehog™ d) Princess Peach™

E-mail Kirsten Conti (kirsten@360itpartners.com) Right Now With Your Answer!
She will put all the correct answers in a hat and draw the winner at the end of each month.

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Shiny New Gadget Of The Month:



Want A Little Music With Your Light?

The next time you replace a lightbulb, you can now pick one that will stream your favorite music and light up your life in your choice of over 16,000 colors, all with a tap on your phone.

In case you haven't noticed, some LED bulbs now include a Bluetooth- or Wi-Fi-controlled speaker. And at least one, the MagicLight® Plus, available on Amazon, also lets you pick a light color to suit your mood.

At anywhere from \$15 to \$129 or more, these bulbs can add music – and light – throughout your home or office in a matter of minutes, at a fraction of the cost of a wired-in sound system.

How's the sound quality? It depends on the one you select. And it may not resonate like Carnegie Hall live...but hey, it's a lightbulb – what did you expect?

The 5 Biggest Mistakes All Leaders Make

Although everyone agrees that hiring is tough, most managers struggle with an even more prevalent leadership mistake. It's an affliction as prevalent as the common cold, and one of the least recognized in the workplace today.

What is the No. 1 most common mistake that holds leaders back?

The complete inability to remove underperformers.

And why do we all struggle with this? Here are the top five reasons that we see:

1. You are an eternal optimist. You somehow believe that you will fix poor Mark in Finance or Emma in Marketing. Or, even better, perhaps they will magically fix themselves.
2. You don't want to rock the boat. You believe in accepting the cards that you are dealt. You have been taught to make do. As kids learn at daycare today, "You get what you get and you don't get upset."
3. You dislike conflict. Difficult conversations are difficult. So it is easier to suffer through it even if your whole team can now get less done.
4. You will look bad. You may have hired or promoted them into the role. You don't want to just pass the buck.
5. You excel at procrastinating. Why do today what can safely be put off for another day? Besides, who knows? He or she might resign, and that would make it easier for everyone.

You may suffer from just one, or more likely a combination, of these reasons.

Research found that executives who excelled at removing underperformers from their teams are more than twice as likely to have had a successful career than all other senior leaders.

Panos Anastassiadis is one who does it very well. He was the CEO of Cyveillance, which grew over 1500% in five years. His secret? "I have simply been constantly averaging up who is on the team."

Yet how do you do that and still do right by the individual in question?

You can set them clear goals and craft the role to play to their strengths. But when it clearly isn't working, it's time to take action. Run a fair, objective talent management process, tell them that their performance isn't where it needs to be and give them 30, 60 or 90 days to turn their situation around.

If that doesn't work, it's time to have that tough conversation that deep down you know you should have had six, 12 or maybe 24 months ago.

Once done, yet only then, can you hire that A player you really need.

Employee Spotlight



Esther Macdonald, Customer Service Coordinator

Esther is a Certified Personal Trainer and a Certified Fitness Nutrition Specialist. Her favorite hobby is lifting weights and working out with her friends. She enjoys spending time with her family and her summers are spent at her family's Cabana at the Oceanfront or boating on the water.

Tips for the New Year

Your Vacation

Resolved to see more of the world this year? Here are three surprisingly great places to visit, according to travel-guide publisher Lonely Planet: 1) For cutting-edge art scenes, emerging nightlife, great skiing and rich wildlife-watching, including bison, wolves, lynx and bears, Transylvania tops the list. 2) Celebrating 50 years of independence in 2016, Botswana features luxury camps, self-guided tours, community projects and award-winning family safaris. 3) For postcard-worthy views of the stunning Sapphire Bay, as well as charming alleyways, tasty food and its still-traditional way of life, Kotor, Montenegro, deserves a top spot on your short list. This year, get off the beaten path for a vacation that can't be beat!

Today.com

Your Inbox

Got e-mail overwhelm? Get more done in your day with these three tips used by top pros: 1) Empty your in-box often. Use "Follow Up" and "Hold" labels in Gmail (folders if you're in Outlook) to quickly sort e-mails you can't respond to right away. 2) Use the Two-Minute Rule: if it will take more than two minutes to respond to, sort it for later. 3) Respond quickly. This sets you apart in a world where most people are drowning in e-mail. Often, a quick reply such as "Got your note, will get back to you by end of day Tuesday" is all you need. Pair this with time blocks for knocking out batches of replies for massive productivity.

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