



10 Steps to Grow Your Business Step 2: Getting Efficient through Technology

On Demand

Seminars

with... **The Sloan brothers**
Co-Founders and Head Coaches of
StartupNation



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The Sloan brothers

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Seminars



Step 2: Getting Efficient through Technology

Seminar Overview:

Making the most of your time and limited resources positions you for growth. The big enabler for that kind of efficiency is undoubtedly *technology*. To ensure you'll grow your business, make the most of the technologies available to you.

In this seminar you will learn about:

- Types of computers
- Must-have gadgets
- Software for efficiency
- Online tools



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Step 2: Getting Efficient Through Technology

On Demand Making the Most of Your Time

Seminars

If you want to grow, every waking minute should be spent on things that create value for your business. Technology does just that. It...

- ➔ • Minimizes distractions
- Tunes you in to key data
- Keeps you fresh and engaged
- Gives you flexibility and mobility
- Puts you in proactive—instead of reactive—mode



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Making the Most of Your Time

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Get the Right Computer

Whether Mac or PC, there are better choices than others when it comes to computers.

- Laptops, Desktops and Servers
- Attributes to consider
 - weight
 - size
 - capacity/power/speed
 - screen
 - battery life
 - components
 - upgradeability
 - compatibility
 - accessories
 - customer service/IT service



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Get the Right Computer

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Get the Right Gadgets

Being “gadget forward” is not a bad thing. We know – it just seems easier sometimes to stick with what’s always worked. But getting the right gadgets at the right stage for the right purpose can be a very smart move.

- Multi-purpose cell-phones
- Back up storage drive
- Pen voice recorder
- Skype Internet phone service



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Get the Right Gadgets

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Get the Right Software

What you don't know about software can hurt you, or at least slow down your growth. Here are our recommendations for types of software that spur efficiency and ultimately enable growth:

- Inventory Management software
- Accounting software
- CRM software
- Analytics software



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Get the Right Software

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Get Online Tools

Like software, online tools provide information, insight and new functionality to get you streamlined and on a path to success.

- Get a website (if you don't already have one)
- Go to www.Googlerankings.com to see how your website is ranked. Compare yourself to your competition.
- Put online analytics to work (this one's worth repeating!)
- Consider an Intranet for communication within the ranks of your small business, or an Extranet for client access



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Get Online Tools

On Demand **To grow your dream business**

Seminars



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