

Tips to Make Your Business Relevant

Keeping up with today's ever-changing market can be a challenge for any business, from start-ups to mature enterprises. Follow these simple guidelines to make your business relevant.

Become an Expert. Establish your brand as an industry expert by simplifying industry research and providing valuable advice through blog posts and articles. This not only will build your relevancy, but also will establish credibility within your industry.

Prioritize Digital Marketing. The average consumer in the U.S. owns approximately seven devices that are connected to the Internet. This means you must optimize digital marketing as well as prioritize cross-device marketing.

Remain Consistent. There is a fine balance between consistency and adaptability. While you want your brand to remain relevant across trends, appearing inconsistent or aimless can be detrimental to your brand's relevance.

Keep Your Customers Happy. Perhaps the keystone of relevancy is a loyal customer base. Build customer loyalty by keeping the needs of your customers at the forefront of your business.



Get the Most Value out of Your Printer Consumables

Companies spend a significant amount of money on printing — up to 6 percent of their annual revenue. Here are some simple tips to help you stretch your printer consumables to maximize their value.

Use quality consumables. Cutting corners by purchasing ink or toner cartridges online from companies you don't regularly do business with can lead to you getting shoddy or counterfeit products. Always partner with a trustworthy office technology provider for high-quality, reliable consumables.

Ignore "low toner" messages. These messages are often false alarms, as typically there is still plenty of ink or toner left in your cartridge. Keep on trucking until you begin to notice degradation in print quality.

Use less ink/toner when printing in-house or non-critical documents. Using the printing preferences or printer settings tabs on your computer, select 'Print in Grayscale' or 'Print All Text as Black' to save on toner for everyday printing. Another option is to select 'Draft Mode' or 'General Office' as your default setting under the print quality option.

Why Face Time with Clients Still Matters

Advancements in technology have provided us with all sorts of innovative new ways to communicate with people. But while these options are convenient and have their pros, they don't eliminate the need to meet in person from time to time.

Most business professionals believe virtual meetings can't compete with a face-to-face meeting. In a survey by Forbes, 84 percent of business executives said they preferred face-to-face communication. Another survey by Crown Plaza Hotels and Resorts found that 47 percent believe they lost a contract or client because they didn't spend enough time in person to develop a relationship.

So while it's not a bad thing to send emails to a client or communicate with them via Skype, don't completely neglect to spend face time with them. The advantages of meeting your clients for a face-to-face visit cannot be dismissed.

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Be Proactive with Managed IT

As technology becomes increasingly more vital to a wide variety of businesses spanning across industries, organizations rely on IT to stay competitive in today's market. Computer hardware, software, and networking are critical to the daily operation of offices around the world. If you need proof of this, just ask yourself how much work is done in your office when your systems are down? More importantly, how much money does a downed network cost you?

When it comes to IT for businesses, downtime means money is lost. So, it makes fiscal sense to mitigate technology breakdowns. Unfortunately, most companies choose to be *reactive* when it comes to their IT management, rather than being *proactive*. By its nature, a reactive approach responds to issues after the fact, once the damage already is done. Imagine if you took the opposite approach: instead of waiting for a tech problem to rear its ugly head, your IT provider constantly monitors and assesses your environment, looking to prevent problems from happening in the first place.

By taking a proactive approach to IT management, your network and systems are constantly being monitored and maintained—24-7-365. Prevention through constant assessment means warning signs can be identified and problems can be resolved before they turn into critical issues. For example, no longer will failed backups go unnoticed or antivirus updates be neglected. With proactive IT management, you can increase the reliability of your vital systems, making sure they are up and running. Eliminating downtime will directly lead to more productivity and reduced IT costs in the long run. A proactive approach to IT also will enable you to improve performance by identifying inefficiencies and outdated or inadequate equipment or applications.

The increased productivity realized from proactive IT management easily offsets costs. The financial benefits and peace of mind you'll experience from preventing even a single IT disaster make proactive rather than reactive IT management a no-brainer.



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Responding to Offensive Comments in the Workplace

Whether it's a snide remark or a crude joke, we've all had to deal with an uncomfortable comment in the workplace at one point or another. Here are some tips to help you better handle this type of situation before talking to your supervisor in the unfortunate event that it arises in your workplace.

Assess the Situation - Begin with taking a step back and looking at the situation objectively. The first step in addressing an offensive comment is deciding whether or not you will address it. How does this person typically react to being challenged?

Strategize a Response - Should you decide to respond, be careful not to make assumptions or accuse the individual. Asking questions and framing statements as "I statements" can reduce your chances of appearing confrontational.

Alternative Approach - Sharing information can be a subtle way of addressing the offensive comment—by offering an observation, you can educate a colleague on exactly what may be perceived as offensive about their comment. Similarly, changing the subject can send a subtle message of your disapproval.

Call Them Out - Depending on the comment, you may choose to directly call them out on their behavior. This is a valid strategy when the risks have been weighed.



Why MPS Plays an Instrumental Role in So Many Organizations

More and more companies are incorporating Managed Print Services (MPS), and the market is predicted to explode in the coming decade. The market for MPS is projected to register a Compound Annual Growth Rate (CAGR) of 14.8 percent by 2024, according to Transparency Market Research's report regarding trends of MPS. To put that in terms of dollars-and-cents, the market is projected to grow exponentially in the coming years, rising from \$26.18 billion in 2015 to \$94.97 billion by 2024.

MPS is a rapidly-growing service. But the question of why these services are skyrocketing remains. Evidence points to MPS' prevalence due to the cost savings and return on investment (ROI) that these services provide regardless of industry or company size. In fact, the same Transparency Market Research study suggests that small- to medium-sized businesses (SMBs) will adopt MPS more than any other segment of the market, suggesting it is an affordable, customizable option for this sector.

Will your business be part of the growth of MPS by taking advantage of the productivity perks and cost savings these services offer? If you want to learn more about MPS—including exactly how your business could benefit from its implementation—contact us today!



Office Perks to Help Improve Employee Satisfaction

Employee satisfaction is a great way to improve employee morale, creativity, and productivity. Here are some ideas for perks companies can implement to boost satisfaction and engagement.

Provide Food

It might seem like a no-brainer, but food is a great equalizer. Providing lunch for your team once or twice a month can bring your team together in a casual way and encourage socializing between departments.

Encourage Wellness

Maintain a healthy team by partnering with a local gym for discounted rates or bringing in a healthcare provider to administer flu shots on-site. The best part? A healthy team means fewer sick days and possibly even a more affordable healthcare plan.

Schedule Fun

Whether on- or off-site, make sure your team has the opportunity to have fun together a few times a year. Whether it's go-karting or a group BYOB painting event, let your team pick the activity rather than dictating the fun.

Piles of Paper Have No Place in the Modern Office

Have you considered how holding on to paper could be hurting your business? Here's why:

Lack of Security - Paper storage is vulnerable to a multitude of threats. From fire and water damage to theft and loss, protecting, securing, and keeping track of a physical piece of paper is not easy.

Lack of Flexibility - Physical documents exist in one, unadaptable form that only can be shared via multiple copies. Digital documents are the easiest way to ensure your files can go where they need to safely and can be worked on easily by multiple people simultaneously.

Added Expense - According to Risk Management Magazine, the average employee uses 10,000 sheets of paper per year, and between capturing and storing data on paper, businesses spend over \$30 billion annually.

Contact us today to learn about our solution for digitizing your documents and eliminating piles of paper from your organization.



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Rising Star

Carrie Witham, RD/Sales for Great America Financial Services presenting the "Rising Star Award" to Tim Renegar, President of Kelly Office Solutions.

Triad Employment

Tim Renegar, President of Kelly Office Solutions with Virginia Foxx, Congresswoman of the 5th District. A delightful visit discussing the employment situation in America and specifically in the Triad.

