News from
The Fulcrum Group

February News:

- On The Calendar
- Anatomy of a Successful SPOT Quarterly Strategy Review
- What Is A Technology Roadmap?
- Cybersecurity SPOTlight: Your Digital Health
- Vistage Executive News: Building Your Ideal Customer Profile
- Did You Know...? Technology Roadmap

On The Calendar

The Fulcrum Group is turning 19!

On March 1, The Fulcrum Group officially turns 19. Barring pandemic concerns, further freak polar weather and plagues of pestilence raining down on our heads, you can be sure we'll be planning a unique and fun, thoroughly *Fulcrum* celebration. Stay tuned next month for photo evidence...

We need your help!

One of the things that sets us apart as a service provider is our habit of offering a continual stream of value-rich, educational materials to our clients. Our newsletter is one way in which we do that. Each month we strive to share high-value informative stuff that - as a business owner, IT manager or executive - you need to know.

We want you to get the most you can out of it. So, please take our quick, one-question survey on how you'd like most to receive our content - this will let us know how we can serve you best! Create your own user feedback survey

Spring 2021 Virtual Lunch & Learn

What: 3 Pillars of Your Remote Workplace Lunch & Learn 2020

When: Wednesday, March 3rd from 11 a.m. to 1 p.m.

Description: We can't wait to 'see you' virtually for our next Lunch & Learn! We will be providing you with a Doordash code in advance for a nice lunch, while we discuss Cybersecurity Threats, Effective Management of your Remote Team and Keeping Your Company Culture Alive - the 3 Pillars of Your Remote Workplace - on Wednesday, March 3rd. Register right here, today!

Your attendance automatically registers you for a $250 Amazon gift card. Signup to attend right here:

If interested in attending either of these special events, reach out to david@fulcrumgroup.net to be added to the calendar appt or visit our Events page to register.

Monthly Office 365 Virtual Training Sessions

Our Microsoft Office 365 Tips & Tricks Training Sessions are still going strong! Check out our Playlist to view a few of our latest trainings. If you are interested in attending future sessions, please reach out to David Johnson. We'll send you an Outlook invite to join in for the next session. While this series continues, it can be accessed from our Events page.

We'll let you know about any additional upcoming special events through our social media pages, which we'll update on our Events page as they occur. Quick links to our social media pages are accessible right from our website and in every monthly newsletter email you receive from us.

If you're new to our newsletter and you'd like to subscribe, let us know.

Anatomy of a Successful SPOT Quarterly Strategy Review

Your Fulcrum Group SPOT Managed IT Services is your Day to Day IT support. It includes IT Planning and Budgeting, as well as other features. One big feature is the Quarterly Strategy Review (or QSR, as we call it here at Fulcrum). The QSR provides an opportunity for you to tell us what's going on in your business, and it also provides your Fractional CIO with an opportunity to update you on what we've accomplished recently as well as what is planned in the future.

Below is the Anatomy of a Successful SPOT Quarterly Strategy Review.

Planning – Our Sales Admin, Caitlin Harder, prepares all of the standard reports for the Quarterly Strategy, and shares these with the Fractional CIO. The Fractional CIO reviews the reports and prepares for the QSR.

Agenda – The Fractional CIO prepares your QSR agenda to with the key topics to discuss with you.

Business Alignment Report – Your Proactive Services Engineer completes your STAR review every quarter, which checks your IT environment for alignment. The Fractional CIO then creates the Business Alignment Report, which aligns technology standards with your business goals. Think of the Business Alignment Report as your IT report card.

Technology Roadmap – Your Fractional CIO then updates your Technology Roadmap and presents to you as part of your QSR. The Technology Roadmap is a 1 page visual representation of your IT improvement plan. Business owners love it because it's an easy to understand, visual representation of where your IT is headed.

IT Budget – It used to be that IT budgets were only done on an annual basis. Now IT budgets can be updated quarterly and discussed in your QSR.

Recap – Once your QSR is complete, your Fractional CIO will document all of the notes and actions from the meeting, and send out QSR meeting recap via email.

IT Improvement – QSRs and the activity resulting from them leads to constant improvements in your IT environment. You'll see the improvements in a number of ways, including smoother-running IT, fewer IT outages, and a regular increase in your Business Alignment Report score.

What Is A Technology Roadmap?

A key part of your SPOT Managed IT Services Quarterly Strategy Review is the Technology Roadmap. The Technology Roadmap is the visual representation of your IT Improvement Plan. It gives you a clear 12 month plan, broken down into quarters.

Key areas include:

Completed – This column highlights the IT improvements that have been made in the most recent quarter.

Next 4 Quarters – These columns give you an idea of when certain elements of your IT Improvement Plan will be completed.

On Deck – These are IT improvements that are scheduled for more than a year out.

Impact Categories – Business Growth, Consolidate & Efficiency, User Experience, Equipment & Software Age, Security & Compliance, and Backups & DR are the categories that we use to show you how the IT improvements will impact your business.

Improvement Types – Hardware, Software, Services, Change Management, Cloud Enablement, and Maintenance show you how we'll make the IT improvements.

If you're not already a SPOT client, let's schedule an appointment to discuss how you can get better results from your IT.

Cybersecurity SPOTlight: Your Digital Health

This month, we're focusing on Your Digital Health - give yourself a checkup with these tips!

As always, feel free to reach out to us if you have questions.

Vistage Executive News - Building Your Ideal Customer Profile

Contributed by **Dean Ash**, of *360 Consulting*

When you think of your ideal customer, what comes to mind? Is it anyone who wants to buy your products or services? Actually, that is not the best answer if you're looking to drive sales and build a loyal, committed customer base.

VISTAGE
Private advisory boards for CEOs, executives and business owners.

So what is your ideal customer profile, and how do you create one that gets your sales team to reach their goals? Let's find out.

Why Your Sales Teams Need an Ideal Customer Profile

An ICP (ideal customer profile) is a hypothetical description of the type of company that would reap the maximum benefit from your product or solution. You need an ICP to help you direct your sales resources to the top targets, without wasting time on prospects who are unlikely to be converted or retained. By focusing your resources on these high-quality leads, you'll help your sales team sell more consistently and have a better understanding of how to reach and sell to those customers.

You can also use the ICP to profile those companies that treat you with mutual respect, share your core values and pay their bills on time. More of a partnering philosophy than a vendor-buyer relationship. You can also use your ICP to go beyond sales – by thinking like your ideal customer, you can tailor your products and services more precisely to their needs. And finally, you could even get more referrals because you'll be doing business with people who derive real value from what you offer – and they're bound to tell their networks about you.

Manage Leads More Successfully

An ICP helps you manage your leads better, which is something surprisingly few sales organizations do well. In fact, poorly-managed leads and lost productivity cost more than $1 trillion per year. When you learn that sales reps spend 50% of their time on unproductive prospecting, that's no surprise.

How to Build Your Ideal Customer Profile

Your ideal customer is, simply, the customer your product was made for. But building a complete profile is about more than just that. You need four key things to build your ICP:

• Your top 5 core customers – and the ideal characteristics of each. This could be company size, industry, geographical area, pain points, technology used, or more.

• Three companies you'd like to turn into customers – describe their characteristics using the qualities you listed above.

• Refine core customer attributes – what are the consistent themes you're seeing in your current core customers, and your ideal companies to work with?

• Draft a 1-2 sentence statement – all about what you discovered in the first three steps. Who are you looking for, and why are they a strong fit?

Finding Who Doesn't Fit

It can also be a useful exercise to figure out which customers are not a good fit for your services. This might be because:

• they're too resource-intensive to acquire

• their business objectives are not aligned with yours

• they're difficult to work with

• or they're not profitable enough to make it worth your while.

How to Use Your Ideal Customer Profile

Now that you have your ideal (and least-ideal) customers identified, it's time to use that ICP in your sales organization! It can help you with lead generation ideas, prospecting, creating strategies, developing sales messaging, and more. Share it internally so everyone is on the same page, and you're on your way to success.

We Can Help You Create an Ideal Customer Profile

Need help narrowing down your ICP? 360 Consulting can help – schedule your free consultation today.

Did You Know...? Technology Roadmap

Did you know...? Did you know that as a SPOT Managed IT Services client, you'll receive an updated Technology Roadmap at every Quarterly Strategy Review.   Reach out for more info!

That's it for this month. Remember, if you need help in implementing any of this month's tips, contact us - we're here to help.

Follow us on Social Media:

f ✦ in