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HardSoft Systems Ltd
select business and tech tips

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newsletter



HELLO!

Welcome!

This month we will just get down to business. We all need to close more sales before the 'summer slump'. To help with that, here are few good reads on presenting more effectively, determining if your people are trusted and how to close that deal! Also on the way, you may want to polish your 'email image' so your proposals get read.....

Good luck!

> IN THIS ISSUE



Tips for Reading the Room Before a Meeting or Presentation

Rebecca Knight, *Harvard Business Review*

Whether you're having a one-on-one conversation or presenting to a large group in the workplace, understanding the underlying conversations and reactions people have is vital. It's not enough to observe what someone says, you need to read between the lines and pick up non-verbal cues so you can build trust and get things done. The article provides several good tips that will teach you how to assess how people are responding to you.

[> read more](#)



4 Tips for Making Data Cleanup Easier & More Efficient

Mary Schacklett, *TechRepublic*

The world has become more data centric, and as a result many organizations are starting to drown in data. It is estimated that dirty data costs the US economy \$3.1 trillion a year, and as a result it's key for businesses to think about the process of cleaning up data. Learn four ways you can rethink your data cleanup and stay on top of this issue.

[> read more](#)



Do Your Clients Trust Your Team? 3 Ways to Ensure They Do

Ben Kirshner, *Entrepreneur*

Superior service for customers requires you to have a great company culture. A study by the National Business Research Institute, in fact, shows that happy workers often lead to happier customers. But how do you make that happen? Read this article and learn some easy-to-implement steps you can take to build a team that clients trust to take care of them.

[> read more](#)



Persuasive Tactics To Close Your Next Deal

Victoria Greene, *Neuroscience Marketing*

A good business deal should bring a benefit to both parties, but sometimes people balk at a deal that actually is beneficial for them. While this can be extremely frustrating, rather than manipulating someone to do what you want it's possible to ethically persuade them of the value of the deal. Learn six principles related to the psychology of persuasion that you can implement next time you have someone who has difficulty pulling the trigger.

[> read more](#)



What Does Your E-Mail Address Say About You?

Jim Schleckser, Inc.

While it seems like it would be a small detail, creating the proper email address for your business or as a professional says a lot about your intentions. While it's tempting to set up a free email address through a service such as Gmail or Yahoo, a start-up expert notes that doing so sends a message to potential clients that you're either behind the times or don't represent a real company. Getting a company URL and email address that is unique to your company is inexpensive, and it's worth your time as you begin to establish your long-term brand tied to your professional account.

[> read more](#)

AND...VIDEO PICKS FROM OUR STAFF



Pots by Bots

3D technology has moved on to the world of pottery

[> see the video](#)



Digital Art Museum

Toyko opens immersive, digital art museum like no other

[> see the video](#)



No Spare Tire Needed

New designs leveraging 3D printing has amounted to an airless tire

[> see the video](#)



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