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# POTENTIAL

## How SMBs Can Use Managed IT Services to Break Free from Self-Limiting Beliefs

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# POTENTIAL UNLEASHED

## HOW SMBS CAN USE MANAGED IT SERVICES TO BREAK FREE FROM SELF-LIMITING BELIEFS

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# POTENTIAL UNLEASHED:

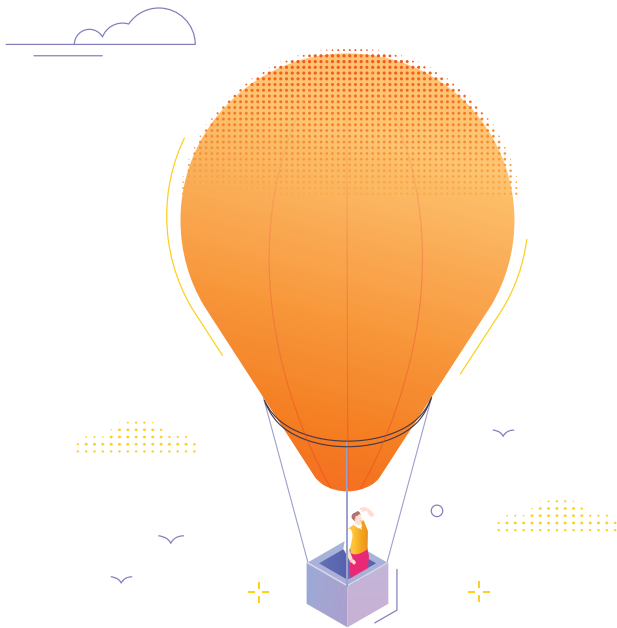How SMBs Can Use Managed IT Services to Break Free from Self-Limiting Beliefs

**In essence, business is all about the creation of value.** As a business leader, you make or do something that makes life easier and more enjoyable. Our business is no different and we offer relief from inefficiencies, safety from threats, and technical expertise where it is needed. Without the weave of enterprises that comprise local and global economies, human civilization would most likely have never left the Stone Age.

Centuries of business have led us to where we are today, with organizations running the gamut from mom-and-pop shops to multinational enterprises. Some owners of small- and medium-sized businesses (SMBs) become content in their niches, always creating the same amount of value to customers day after day. However, most entrepreneurs do want their seedlings to grow into profit-making powerhouses. After all, that is how many global enterprises start out.

In this eBook, we'll take a look into the core mindsets behind the IT strategies that may be holding you back from growing your business — and how you can counter these with empowering beliefs that will take your enterprise to places you've never even dreamt of.

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# Self-limiting belief #1:

**If I want something done right,
I must do it myself.**

**While it is good to have confidence in your capabilities**, not having confidence in your employees and contractors is downright exhausting. Micromanaging your staff and juggling too many tasks can lead to burnout and will definitely limit your business to your individual capacity.

Additionally, distrust of others can keep you from tapping resources that have the technical expertise you lack. IT, in particular, offers countless tools that bolster productivity, extend the reach of marketing and sales, and keep your operations safe from internal and external cyberthreats.

**Empowering belief:** I can trust other people to help me achieve business goals.

*If you truly believe that your business can become wildly successful, you have to let go of things that can be handled better by other people.*

Specifically, managed IT services providers (MSPs) can help you create strategies that leverage IT tools to your advantage. For instance, if you're dreaming of expanding your mom-and-pop convenience store, you'll most likely need point-of-sale (POS) and inventory management systems to help you handle way more stock keeping units (SKUs) than you can ever handle manually on your own.

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# Self-limiting belief #2:

**My business lacks the capacity to serve more customers.**

**Constantly operating at full capacity is a sign** that there may be more demand that needs your attention. However, believing that there's nothing you can do about it will limit your opportunities for growth.

**Empowering belief:**
I can create the capacity to serve more customers.

*You can start by looking into your internal processes. Can these be streamlined to allow staff to handle more tasks? Are there procedures that drain time or can be done away with altogether?*

*Next, look at the tools you're using. Do these make processes efficient? Is there any room for improvement?*

*MSPs can help you carve out more capacity for you via a number of high-tech solutions, such as enterprise resource planning software or ERP.*

ERP allows you to integrate all of your systems into one cohesive whole so that inefficiencies such as data input redundancies across departments are eliminated. ERP also allows you to analyze in real time processes ranging from accounting to inventory management. You can actually automate some of these processes to achieve even greater productivity. This is just one example of how an IT solution can free up capacity.

Furthermore, after establishing IT strategies and forming them into an effective business model, MSPs can help you replicate that model across many locations — perhaps even all over the world.

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# Self-limiting belief #3:

**My business won't be able to handle IT complexity.**

Indeed, not every business owner can build a website, understand programming languages, or create mobile apps. Thing is, not everybody has to. **To illustrate, professionals all over the world can use emails, but they don't need to know the inner workings of the technology to use it properly.** Email makes communicating with each other easier and more immediate than snail mail. Barring spam and cybersecurity concerns, emails don't complicate business processes so much as to hamper growth.

**Empowering belief:** IT allows me to better handle the complexities of my business.

*Implementing IT strategies in your business shouldn't cause more problems than it solves.*

To ensure this, find an IT partner that has experience working in your industry. That partner must be able to understand the business requirements specific to your operation and find the tools and methods most closely aligned to those requirements.

Be wary of service providers that pitch expensive projects and services that don't clearly add to your bottom line.

**Don't just take their word for it — ask prospective MSPs for one or two of their clients you can talk to.**

- gives options in terms of budgets, timelines, and desired objectives;
- anticipates your needs and responds quickly to your concerns; and
- acts like it has a large stake in the growth of your business.

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# Self-limiting belief #4:

**I'm so far behind tech-wise, there's no use in getting into it now.**

**Having the latest and most expensive IT tools doesn't necessarily ensure business success.** Instead, you must look for tech that creates tactical advantages for achieving your goals. Not every business needs high-tech solutions, but, more often than not, IT acts as the lever-and-fulcrum combo that lifts firms away from mediocrity and towards higher performance levels.

**Empowering belief:** I don't need to follow others' paths — I can blaze my own trail of innovation and value creation.

**Instead of comparing your business to others and feeling left behind, focus on looking for opportunities that others may have missed.**

For example, Marvel Studios was just a fledgling movie company that only had film rights to B-list characters such as Iron Man and Ant-Man. However, it was able to build a multibillion dollar franchise by capitalizing on an incredible idea: making movies that are interconnected, just like how different comic book titles share the same overarching history and all-encompassing location.

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**Self-limiting belief #4: I'm so far behind tech-wise, there's no use in getting into it now.**

In the same way, your business can offer value that no other in your sector does. Sometimes, that value is simply greater speed, personalization, or affordability. Realize time savings with ERP software. Allow customers to customize their orders with nifty inventory and supply chain management software. Lower IT costs by migrating expensive in-house processes to the cloud.



Do note that unless you're a technology company, your IT shouldn't be the source of your value offering, just a tool to optimize it. If you can't find a solution that's designed for a problem you're trying to solve, contact an IT provider. **Many small-business owners don't realize just how much customization is possible within their budget.**

Maximize your partnership with your MSP to get to where you need to go. You may appear to be a laggard according to the measuring stick of others, but that doesn't matter for as long as you yourself see your path to success.

# Do away with self-limiting beliefs. Let us help you unleash the potential of your business.

Starting any business takes a lot of courage, and fostering its growth requires passion, knowledge, problem-solving skills, and vision. It takes partners who understand that passion, augment that knowledge, enhance those problem-solving skills, and share that same vision as you to bring your business to greater and greater measures of success.

**Let us be that partner.** As a renowned MSP, we provide IT solutions that are superbly aligned with the present and foreseeable needs of our clients. Many of the top companies we serve have faced the same self-limiting beliefs you may be facing now. Like them, you too can leverage our IT experience and expertise to overcome your fears.

Rely on us for strategic consultations, cloud and network infrastructure services, enterprise resource planning, cybersecurity protection, and other cutting-edge managed IT services. Nothing gives us more pleasure than to watch business saplings grow into the sequoian enterprises they're meant to become.

**Want to see our approach to managed IT services firsthand?**
**SCHEDULE YOUR FREE CONSULTATION TODAY!**

Phone: **(310) 216-1030**  Email: **info@cdsla.com**

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