



# VIVID VISION 2023

## What is This?

You hold in your hands a vision of what The Computer Center will look like on December 31, 2023. It is not a mission statement. It is not a business plan. Instead, it is my Vivid Vision. Some of it may inspire you. Some of it may put you off. Some of it may just 'click' while other parts might seem near impossible. For now. That is where you, the reader come in. By sharing this with you, whoever you are; employee; peer; friend; family member; distributor; vendor; client; or prospective client, this vision will become a reality.

*Whatever the mind of man can conceive and believe, it can achieve.*

Napoleon Hill

## WHY WE DO WHAT WE DO

There are CEOs and entrepreneurs that are awesome at what they do. They get up every morning setting out to realize their vision, their passion, of what their company will be. And yet, technology, for them, is a roadblock. It is a frustration and a hinderance. It is a necessary evil that gets in the way of them trying to achieve greatness in their businesses instead of a tool that increases productivity, efficiency, and profits. It is for those business owners, CEOs, and entrepreneurs that we exist. It is for them that we

get up every morning and turn our passion for all thing nerdy, geeky, and technological into something that simply fades into the background and frees them to focus on success. It is for them that we provide a knowledgeable team; skills that they don't have or even care to possess; someone to turn to resolve their issues and frustrations; someone to guide and consult and lead them through a part of their business that should be a transformational tool, not a frustrating roadblock.

## WHO WE ARE

The Computer Center is made up of a team of nerds and geeks with such a passion for customer service that it is contagious. This team is close knit and resourceful. We know how to solve business problems, not just computer problems. We are not just computer repair guys! We are project managers, business consultants, and a support staff that brings so much more to the table. Our

service focus means that we excel to a level our competitors cannot even dream of. Our time-tested processes and procedures mean that we offer response times and services that seem impossible considering our small size, without losing the personal touch and attention that busy, stressed CEOs want and deserve.

*It all starts with clarity. You have to know WHY you do WHAT you do.*

Simon Sinek

## WHO WE SERVE

We are sought out by entrepreneurs and business owners of professional service industries. Our clients are for-profit businesses that have reached a tipping point in their organization. This tipping point, the point where technology begins to require more attention than the current solution can provide or has the expertise for, begins around the time that there are 5 or more technology users or computers. Our typical client size is between 5 and 50 computer users.

It is at this point in the company's growth that relying on the neighbor kid, office manager, salesperson, or computer repair guy down the street to help with things just does not make sense anymore.

There is a frustration with the current solution and the business owner begins to realize that there must be a better way. Of course, there is. We are recognized as that solution.

Once a business owner experiences our level of service and support, they are eager to share that fantastic experience with their peers.

Businesses that we choose to work with use phrases like the following to describe our relationship:

**"Transformational!"**

**"Freeing!"**

**"A relief!"**

**"I sleep easier at night now."**

**“Our technology is now a profit center, instead of a roadblock.”**

**“Now I can truly focus on my business, not on my technology.”**

While we work with small businesses in a variety of industries, we work especially well with professional services such as attorneys, independent insurance agencies, and accounting firms.

Because we are here to solve business issues, which include efficiency, productivity, profit, and other measurable success goals, we work closely with the business owners and CEOs of those companies. We have found that a working relationship directly with the entrepreneurs themselves is the only way to truly form the partnership needed to assist in moving their companies forward. We actively reject prospects that demand we only work with an Internal IT guy, office manager, or some other delegate. While these are key employees in any organization, and are included in all aspects of our process, business

owners that aren't interested in investing the time to personally engage with us are not a good fit for our style of solving issues.

We require the following things from the clients we choose to work with:

- We engage directly with the CEO or owner regularly, including during our initial meeting and planning phases.
- They have a minimum of 5 computer systems in the company.
- They meet minimum technology requirements or are able and willing to have us bring them up to our standards.
- They are in an industry that we serve, primarily a professional services industry. We specifically do not serve retail, government, or non-profits.
- They subscribe to one of our support solutions, creating a relationship, not a one-time transaction.

## HOW WE DO WHAT WE DO

### Our Team

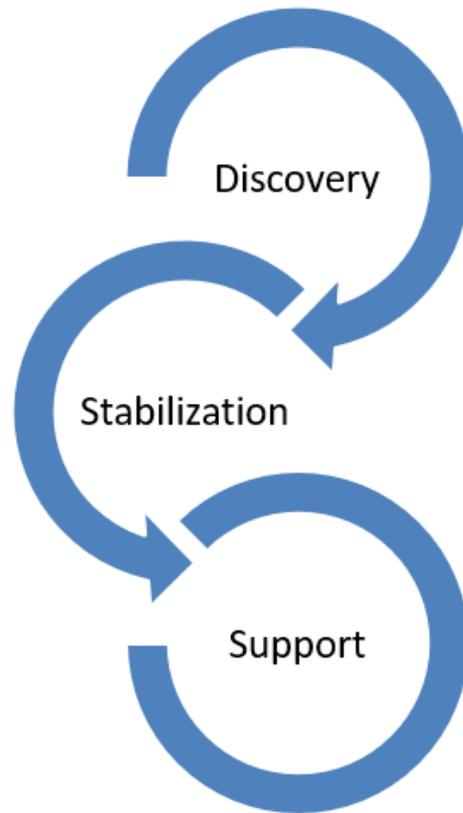
Even though it is an over-used phrase in our industry, we are truly a one-stop shop for technology. Our clients have an entire IT department at their disposal. We have a core group of professionals that make up our consultants, trainers, operations, and support team.

We have surrounded ourselves with carefully vetted business partners, vendors, distributors, and sub-contractors that we work with on a regular basis. This gives us a breadth and depth of knowledge, skills, and viewpoints that is second to none. It also means we have some of the best solutions and response times in our industry. It allows us to provide nearly any technology-related service or support for our clients including consulting, support, training, and the buying power to purchase technology and software at competitive prices, just to name a few key offerings.

### Proven Processes

We have developed proven processes that allow us to understand, and support our clients. Repeatedly we have put our workflows to the test and the results are simply amazing. We take companies that are stuck, frustrated, and overwhelmed by their technological issues, stabilize them to meet their current and future business goals, and then maintain them daily so emergencies, downtime, and stressful fluctuating bills are a thing of the past.

Each new prospect we meet is guided through our 3-step process to determine if we are a fit for each other. During this process we gain a deep understanding of one another's businesses. We then design a solution to fit that business' unique needs. After implementing that solution, we provide ongoing support that eliminates technology-related hassles and keeps things working smoothly and stress-free.



*Everything should be made as simple as possible, but not simpler.*

Albert Einstein

## Our Support Solutions

We offer 3 levels of support for our clients. After one of our highly trained Solutions Advisors evaluates a CEO's company, it is matched with a support membership level and a technology plan that best suits that company's needs, plans for growth, and current budget.

All solutions include the daily, weekly, and monthly behind-the-scenes maintenance required to keep a business running smoothly and hassle-free. All solutions also include standard services such as antivirus protection, patch management, software licenses, mail filtering, and backups. All clients have access to our Portal and its resources.

The key differentiator then becomes the type of support that best fits each business' needs and budget. There are 3 levels of support, carefully matched to each client.

The first level of support provides our clients, and their entire staff, with unlimited chat and email support during normal business hours. Special projects and à la carte services and equipment can easily be added as needed and are quoted per project.

Our second level of support has everything from the first level but adds unlimited phone and remote support. Our Support Desk phones are answered by a live human during business hours and a Resolution Specialist is assigned to take ownership of and resolve the issue.

Our third level of support is our most comprehensive support solution. With our priority support number calls are answered live 24x7x365 and a Resolution Specialist is assigned to each support ticket. On-site support services and many other perks and benefits are included as well.

## Our Support Team

Our Support Team of Resolution Specialists are the foundation to relieving the stress of dealing with day-to-day technology issues. They are the front line that helps clients through whatever needs may arise.

This is one of the most-used resources we offer and our team, whether they be a Core member or one of our partners, consistently get the highest ratings and feedback regarding our response times and ability to solve problems.

## Training

We are recognized as a leader in providing ongoing training to our clients. We believe that education is the key to efficiently using technology and protecting our clients' data from the increasing cyber threats. We provide training through a variety of methods that our competitors cannot. This includes training on-demand via our web Portal, webinars, and our in-house training facility.

The training facility is booked several days a month and provides more than technology training created by our staff. We also have guest speakers, software vendors, and instructors that deliver educational events on topics such as business development, sales, marketing, third-party software, and human resources.

These have become so popular that speakers reach out to us to provide free educational seminars to our clients on a variety of business-related topics. Since it gives them exposure to a market they may not have access to they offer to do this for free, creating a 3-way win for us, our clients, and the presenter.

To add additional value to these in-person seminars, we also live stream and record them. The recordings are then made available to our clients via our web Portal, creating an ever-growing resource of valuable content.

People in our area also rent the training facility from us for meetings and training their own staff or clients. This adds an additional revenue stream for The Computer Center and helps us spread the word about our services.

The quality of the topics that we provide mean that professionals that participate in our seminars and webinars can easily earn continuing education credits to satisfy annual requirements in their fields.

## The Portal

Our online Portal is the central resource for all our clients. This is a key component of our support. The Portal provides privileged, client-only access to a wealth of resources such as:

- On-demand training
- Regular webinars
- Public support forum
- Chat support
- Billing portal
- Ability to request bids for projects and additional work
- Self-scheduling of support calls
- Support ticket access, follow up, and review
- The ability to order hardware, software, and peripherals
- Instant quotes for products and services
- Service request forms
- Self-help and other features
- A business owner's forum

Clients visit our Portal frequently for its valuable content and because it is a communication center with access to support tickets, blogs, training, purchasing, and all aspects of providing the best possible support. Because of the forum it also is a place that businesses owners congregate to ask questions of their peers.

## SALES & MARKETING

Our proven sales and marketing strategies attract people that are a good fit with our company. This ensures that we can deliver exceptional service since we can truly focus our efforts on their needs.

We make heavy use of educational direct marketing as we believe that by pre-educating our prospects it makes our sales process easier. We do this primarily through direct mail pieces to targeted prospect lists. We believe that this type of marketing helps us stand out as unique, be laser focused on attracting the right clients and, in today's world of digital information overload, cuts through the noise.

We layer on a multi-media, multi-touch approach to support our direct mail that reinforces our message and branding. This is done with outbound telemarketing, social media, radio, television, webinars, seminars, SEO and more.

We have several consistent drip-marketing campaigns that continue to reach out to prospects until such time as they are ready to engage with us. These include our newsletters, blogs, social media, postcards, and websites. Further, our clients are raving fans and quick to tell their peers about us, bringing us new clients without needing to spend any additional funds.

Our current clients regularly bring us one new prospect a month.

As an author having finished another book geared specifically to helping CEOs and entrepreneurs, our President, James Pearson is considered an expert and authority and is sought after as a resource. He is frequently interviewed on podcasts and radio shows and invited to speak at events to share his insights. He is very much the face of the company and primary driving force behind our sales and marketing efforts. This provides us with a great deal of brand recognition and free PR.

Our sales process is well defined. Once a prospect reaches out to us, our highly trained Solutions Advisors can quickly determine if we are a good fit. If so, the prospect is guided through our 3-step process which leads to either a new relationship or the decision to part ways.

Since we carefully identify and market to our ideal avatars, we rarely get referrals from unqualified leads. When we do, we are adamant about not accepting them as clients until they meet our qualifications as we know that our solution simply will not work for them.

## OUR EMPLOYEES AND CULTURE

The success of our company is completely reliant on an awesome group of people. We have a Core Team. This team is a group of long-term employees that work well with each other. There is a unique spark of energy and synergy between us. We truly enjoy each other's company, respect each other's values, opinions, and ideas. We even spend time outside of work at social events together. We watch out for each other, support each other during rough patches, and generally have an 'I got your back' attitude.

In addition to great wages, we offer a variety of benefits that attract people to us, and keep people working with us.

Employees can shape their own career path by suggesting services they would like to provide, creating a career plan, and presenting it to the team.

Sometimes work can be stressful and so we offer generous PTO time to help maintain our mental health and work-life balance. Full-time employees have 9 paid holidays and a minimum of 4 weeks of vacation each year. We can do this without causing undue stress on the rest of the staff or degrading our ability to serve our clients because we have nearly eliminated their technology emergencies and we have access to a network of partners and on-call workers.

Our work environment is fun and relaxed. Our Cantina, nerdy movie posters on the wall, and the general feeling of camaraderie make this a great, positive environment to work in. The two free-standing arcade games and employee retreats to fun locations and events are all evidence that work, and fun can, and do, co-exist here.

We offer flexible work opportunities including working from home. Some of our employees are contractual or on call and just handle projects and overflow as the need arises. Not only does this help our company financially but gives opportunities to those who may only want part-time or occasional work or whose health or family situations may prevent them from getting a traditional 8-5 job.

Because we are so well known in our area, we no longer need to heavily recruit employees.

Potential employees seek us out. When they come to us, they have read this Vivid Vision and know that what we do is in alignment with what they want. Prospective employees come looking to us when they want a change. They often come from our competitors, other industries, and even unexpected locations, both in job and geography.

Prospective employees bring their own vision of how they can contribute to what we do and who we do it for. They can relate that vision to our team when they meet with us for the first time. These potential employees are truly exceptional. They are motivated people that want to be part of something. They have initiative, drive, loyalty, and creativity. They have great people skills and are excellent communicators that have a love and passion for technology and customer service.

*Culture eats strategy for breakfast.*

Peter Drucker

## Finances

The Computer Center is at its best fiscal health ever. As a company we consistently give raises, pay bonuses, commissions, and profit sharing to employees.

We have 6 months of operating expenses in cash in the bank and have no outstanding lines of credit or debt. Our Payables and Receivables have been almost completely automated. Bookkeeping is reduced to just twice a month as our reserves and cash flow are adequate to cover future expenses.

We use a Profit First approach to keep us fiscally responsible and ensure that the addition of employees and expenses is truly justifiable based on revenue. We maintain low overhead but invest in the technology and tools needed to make our work more efficient and profitable.

We have succeeded in growing each year and have no red months. We maintain a 15% minimum annual net profit. We believe that the top line is for vanity, but the bottom line is for sanity.

*So, from this very second forward, ask only one question of yourself. Ask only one question of your entrepreneurial friends. Ask only one question of any business owner. How healthy is your business?*

Mike Michalowicz

# PRESIDENT'S PAGE

In 1983 Paul Braun launched the Computer Learning Center to help people learn how to use these 'new fangled machines' in their businesses.

About that same time, I was being exposed to personal computers in school. My take? "These things are dumb. They'll never take off."

I could not have been more wrong!

I joined The Computer Center in 1998 and worked for Paul as a trainer, my true passion, and engineer for 10 years prior to his retirement and my purchasing the company.

In my 30+ years of working in this industry I have learned that there are two types of people in this world. The first group is passionate about technology and it just clicks for them.

The second set of folks struggle and just want the darn things to work! More importantly, they wish technology would just fade into the background so could pursue their true passion, whatever that may be.

It is for this second group that The Computer Center exists. As a fellow entrepreneur I can empathize with business owners that would rather go about running their businesses than dealing with computers and technology.

I have always loved teaching and helping other with computers and technology. It is one of the most rewarding parts of what I do and I feel blessed that I am able to continue to pursue that quest every day, surrounded by great employees, clients, family and friends.

Thank YOU for reading my Vivid Vision and becoming a part of making it a reality.

Sincerely,



James Pearson, President  
The Computer Center

*Don't be so sure about what you want,  
that you wouldn't take something better.*

Chris Voss, former FBI  
Hostage Negotiator and Author

