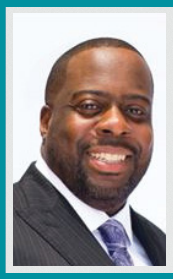
SanTrac TECHNOLOGIES
Providing Technology to Create Efficiency

MAY 2025

THE TECH CHRONICLE

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER AND MORE PROFITABLY



This monthly publication is provided courtesy of Abdullah Sanders, President of SanTrac Technologies.

OUR MISSION:

An IT organization that educates and fulfills its promises by delivering empowering services, enabling companies to optimize their IT needs to accelerate their success.

POWER MOVES:

HOW SMALL BUSINESSES ARE WINNING WITH SMART TECH STRATEGIES

May 4–10 is National Small Business Week, so we're celebrating the business leaders who use smart tech strategies to work smarter, serve customers better and grow stronger. Here's how small businesses are making big moves with smart technology – and how you can, too.

Getting Your Business Seen In The Age Of AI Search Engines

Once upon a time, ranking on Google was the holy grail of online visibility. Today, AI-powered assistants like ChatGPT, Google Gemini and Microsoft Copilot are the new gatekeepers of information. If you're not showing up in their answers, you're missing out on potential customers.

The secret? Keep your website fresh, relevant and easy to understand. AI tools prioritize well-structured, informative content – so make sure your site answers the questions your customers are asking. A regularly updated blog, an FAQ section that reads like a helpful conversation, and clear descriptions of what you do can boost your visibility.

continued on page 2...

...continued from cover

It's like Mom used to say: "It's not just about what you say – it's how you say it." AI prioritizes real-world language, so write like a human, not a robot. Focus on clear, engaging content that is relatable to your audience. And don't underestimate the power of customer reviews. AI systems scan feedback for mentions of your company, so encourage happy customers to share their experiences.

AI: The Secret Weapon For Small Business Agility

Small businesses have a natural advantage: They're not held back by the legacy systems that often slow larger corporations. This agility makes AI adoption easier – and the results speak for themselves. Nearly one in four small businesses have integrated AI into their operations, seeing a 12-point increase in profit growth potential compared to non-AI users, according to the U.S. Chamber of Commerce.

With AI-powered tools, small businesses can automate tedious admin work, optimize inventory with predictive analytics and enhance customer service with chatbots – all without the friction of outdated infrastructure. The key, however, is to start small. Pick one challenge, such as improving inventory management. Then, try a simple solution, like a low-stock alert powered by an AI-assisted system. Even a simple strategy like this can make a big difference in optimizing inventory without a significant upfront investment.

But success with AI isn't just about using it – it's about using it wisely. Customers still value human connection, so the most successful small businesses will be those that leverage AI to enhance, rather than replace, the human touch.

Tapping Into Consumer Trends For Growth

Staying ahead in business isn't just about adopting the latest technology – it's also about understanding what customers want right now. Consumer habits are shifting, with growing demand for self-care, comfort and experiences that spark joy. Small businesses that recognize these trends and adapt their offerings can build deeper customer connections and gain a competitive edge.

But nostalgia isn't the only factor driving consumer choices. Shoppers are increasingly drawn to businesses that align with their values – whether it's sustainability, inclusivity or ethical sourcing. Transparency and authenticity matter, which is where small businesses have an advantage. Unlike large corporations, small businesses can cultivate genuine relationships with their customers, authentically tell their stories and create brands people trust and want to support. By staying attuned to these cultural shifts, small businesses can position themselves ahead of the curve, meeting consumer demand in ways that resonate on a deeper level.

Smart Tech, Smart Business

Running a small business has plenty of challenges, but technology can make things much more manageable. Whether streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small Business Week, think about how tech can help you work smarter and connect with customers in new ways. Your next big move starts now.

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

It's coming...

- That day a hacker steals critical data, rendering your office useless...
- That day when your bank account or credit card is compromised...
- That day when your customers' private lives are uprooted...

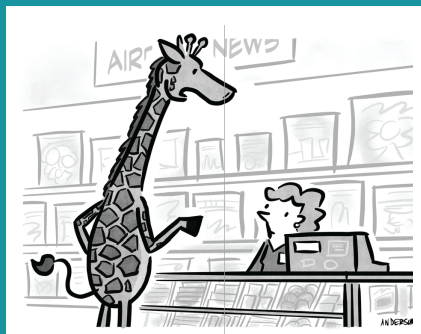
Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours !

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our **FREE "Cyber Security Tip of the Week."** We'll send these byte-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week" at:
www.SantracTechnologies.com/cyber-security-tip-of-the-week/

CARTOON OF THE MONTH



"Where are the neck pillows?"

THE ART OF EFFORTLESS NETWORKING FOR SMALL BUSINESSES

Did you know the word "sales" was originally derived from the Scandinavian term for "to serve"? But when was the last time you thought a salesperson was serving you? This is why so many small-business owners cringe when it comes to networking. It feels, well, icky to try to "sell" your business. But what if networking were more than awkward handshakes and business card exchanges that rarely lead to anything meaningful? What if it were about crafting an authentic story so compelling that people sought you out instead? That's the vision Matthew Pollard, "The Rapid Growth® Guy" and self-proclaimed introvert, presents in his approach to networking: Ditch the random encounters and master the art of strategic connection.

Craft A Networking Hook

We've all been there – listening to someone drone on about their job title while we nod politely, waiting for an escape. Pollard challenges business owners to embrace what he calls the "networking hook." "People want to identify with a message, and for that, they will pay a premium. So, what's yours?" he asks. Instead of stating your role, describe the unique impact you make. If you can make someone stop, think and say, "Tell me more," you've already won.

The Power Of Specialization

"Speaking to everyone is speaking to no one," Pollard warns. In a world drowning in generic pitches, specializing is the key to standing out. Pollard himself zeroes in on business coaches, chiropractors and attorneys – not because he can't serve others but because these industries need his expertise most. Finding your niche isn't about exclusion – it's about sharpening your value to those who need it most.

Know Exactly What To Say

Most people fumble when asked, "What do you do?" Pollard's advice is to keep it simple and intriguing, and let the conversation unfold naturally. For example, skip the elevator pitch and start with a question or a bold statement. "I'm the [insert your unified message]," he suggests. Your unified message should help you authentically connect to the particular person/audience you're speaking to. Then, pause. Let curiosity do the heavy lifting before you continue. "Well, I hate seeing [niche] [define problems]," or "I love seeing [niche] [define success], but I find that [define problems]." This structure turns a monologue into a dialogue, inviting engagement instead of forcing a sale. It also makes it easy and smooth to ask, "Do you know anyone like that?" to elicit a response.

Find The Right People In The Right Places

Pollard's golden rule for finding prospects is to be selective: "What meetups do they go to? What annual conferences do they attend? What associations are they part of?" These aren't rhetorical questions – they're a road map. The secret to effective networking isn't meeting more people; it's meeting the right people in the right places.

Master The Follow-Up

Great connections are meaningless without follow-up. Pollard introduces the concept of "Momentum Partners" – peers who open their networks to you – and "Champions" – high achievers whose credibility you can leverage. The best networkers don't just collect contracts; they cultivate relationships, check in with thoughtful messages and offer value before asking for anything in return.

The ultimate goal of networking? To never need to network again. "My goal," Pollard says, "is to help you master the room so you never have to go back into one." When you become known for your expertise, craft a compelling hook and nurture relationships, opportunities start coming to you.

TRIVIA

This month it's Mother's Day in the U.S. Mother's Day has the highest number of these every year.

A. Phone calls made

B. Greeting card purchased

C. Flower bouquets purchased

D. Massages booked

Answer: A. More than 122 million calls are made on Mother's Day every year, more than any other day of the year.

VACATION SMARTER, NOT HARDER WITH THESE SAVVY TECH TOOLS

You've earned your vacation—don't let travel stress ruin it! These smart tech tips will keep you organized, secure, and stress-free.

LOGISTICS MADE EASY

Road Trips: Apps like Roadtrippers help you easily add 20+ stops (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.

Itineraries: Skip the e-mail digging –apps like TripIt or TripCase automatically compile travel details into one master itinerary.

Travel Prices: Apps like Hopper predict when to book for the best deals on flights, hotels and car rentals. For bus or train travel, use comparison apps like Wanderu.

Accommodation: Stick to trusted platforms like Vrbo or Airbnb and keep payments and communications within the platform so customer support can step in if something goes wrong.

Local Deals: Find local discounts on excursions, spa treatments and restaurants through apps like Travelzoo.

PACK SMART

Digital packing assistants like PackPoint create lists based on your destination, activities and trip length so you pack only what you need. In crowded areas, a phone lanyard can also be a lifesaver. For extra security, an RFID-blocking wallet can protect your credit cards and passport from electronic pickpocketing.

PROTECT YOUR DATA

We would be remiss if we didn't mention data protection. Update your devices, enable multifactor authentication, and if you'll rely on public Wi-Fi, use a VPN to encrypt your connection. Bon voyage!

CYBERSIDE CHAT

ONE DANCE AND YOU'LL FEEL BETTER

Stop glaring at your running shorts because a new study shows that just 20 minutes of dancing is as good as a gym session or jogging! Dancing combines aerobics, balance, coordination and strength-building exercises, so even just 20 minutes of boogying can have substantial health benefits.

GOING ABROAD? TURN OFF UBER'S PREFERRED PRICING:

If you're traveling abroad this summer, make sure to turn off Uber's new Preferred Currency Pricing feature that sneakily adds a 1.5% conversion fee. It keeps prices in your home currency but makes you pay more. Here's how to turn it off: Open the Uber app > Account > Wallet > Preferred Currency > No preferred currency.

WOMAN RECEIVES FIRST AI BIONIC ARM

After being run over by two underground trains in London, a woman received the world's first AI bionic arm. Using AI, the arm continually learns and translates muscle twitches into arm movements. It's pretty cool when the stuff of fiction meets reality.

7 DAYS

That's how long Google says you have to enter your correct recovery phone number to get access to your account if it's been hacked. Go to your Google Account > Personal Info > Phone > Set-up to make sure your number is correct!

Get More Free Tips, Tools And Services At Our Website: www.SantracTechnologies.com

SanTrac™
TECHNOLOGIES

Do You Need Computer Help???

Contact Us Today:
(602) 776-9600