



# Register for BTA's February Webinars

**A**re you looking to improve your bottom line or further diversify your business? Two benefits that are completely free with your Business Technology Association (BTA) membership are the association's Building My Business and Diversifying My Business webinars, which can help you do both of those things. This month, BTA has three of these webinars scheduled.



On Thursday, Feb. 6, Dale Stein, co-founder of Technology Assurance Group, (TAG) and Andrew Wolff, vice president of BTA member Accelerated Business Solutions, will present their Building My Business webinar, "Five Managed IT Services Differentiators to Dominate Your Competition." During this webinar, Dale will present five powerful "differentiators" that no one else in the industry possesses except TAG members. Dale and Andrew will go through the differentiators in detail and explain when, why and how they present them to IT prospects.

You will get to see the actual first-appointment presentation that TAG uses in its MSP in Southern California. Then you will hear from Andrew about the impact that these five differentiators have had in severing the ties between his copier/MFP customers and their IT providers, which has led to new IT business for his company.

The second webinar of the month will be held on Thursday, Feb. 13. Anthony Sci, CEO of Keypoint Intelligence, and Shawn Peterson, CEO of Quantum Business Solutions, will present their Diversifying My Business webinar, "Mastering Sales & Marketing Technology: Scaling Your Copier & MSP Business in 2025."

During this webinar, Anthony and Shawn will explore tools that can help your team

overcome the biggest challenges standing in the way of consistent, sustainable growth. These challenges include: missed cross-selling and upselling opportunities that could lead to big revenue increases; quoting and ordering systems that are slow and inaccurate; sales reps not spending enough time selling; and a lack of data and insight into marketing and sales performance. Anthony and Shawn will walk you through technology that will enable your team to systematize, optimize and automate your entire sales process this year.

Finally, on Thursday, Feb. 20, Sam Mascato, an instructor at Sandler, will present a Building My Business webinar, "Tech Sales Unleashed: Break the Rules, Close More Deals & Lead the Dance." During this interactive, camera-on (if you can) webinar, you will be able to engage in real-time discussions, discover how to break the rules, lead the buyer/seller dance and close more deals.

This will not be your typical webinar — it is an experience designed to transform the way you sell in the tech world. Attend Sam's webinar so you won't miss your chance to elevate your approach.

To register for any or all of these members-only webinars, visit [www.bta.org/BuildingMyBusiness](http://www.bta.org/BuildingMyBusiness) or [www.bta.org/DiversifyingMyBusiness](http://www.bta.org/DiversifyingMyBusiness). Each webinar's register button will take you to a members-only page with a link to Zoom where you will complete your registration form. Zoom will then send you a confirmation email.

If you happen to miss any of these webinars, I encourage you to take a look at the archives on the webpages noted above. The archives include videos of the majority of the webinars in both webinar series (more than 200 in the Building My Business series and 15 in the Diversifying My Business series), as well as their PowerPoint presentations. ■

— Brent Hoskins

### Executive Director/BTA Editor/Office Technology

Brent Hoskins  
[brent@bta.org](mailto:brent@bta.org)  
(816) 303-4040

### Associate Editor

Elizabeth Marvel  
[elizabeth@bta.org](mailto:elizabeth@bta.org)  
(816) 303-4060

### Contributing Writers

Keven Ellison, Advanced Imaging Solutions (AIS)  
[www.ais-now.com](http://www.ais-now.com)

Greg Goldberg, BTA General Counsel  
Business Technology Association

Troy Harrison, Troy Harrison & Associates  
[www.troyharrison.com](http://www.troyharrison.com)

Jenna Miller, Emerald Strategic Marketing  
[www.emeraldstrategicmarketing.com](http://www.emeraldstrategicmarketing.com)

Dale Stein, Technology Assurance Group (TAG)  
[www.tagnational.com](http://www.tagnational.com)



### Business Technology Association

12411 Wornall Road  
Kansas City, MO 64145  
(816) 941-3100  
[www.bta.org](http://www.bta.org)

Member Services: (800) 505-2821  
BTA Legal Hotline: (847) 922-0945

Valerie Briseno  
Marketing Director  
[valerie@bta.org](mailto:valerie@bta.org)

Brian Smith  
Membership Sales Representative  
[brian@bta.org](mailto:brian@bta.org)

Brooke Barker  
Administrative Assistant  
[brooke@bta.org](mailto:brooke@bta.org)

Photo Credits: Adobe Stock. Cover created by Bruce Quade, Brand X Studio. ©2025 by the Business Technology Association. All Rights Reserved. No part of this publication may be reproduced by any means without the written permission of the publisher. Every effort is made to ensure the accuracy of published material. However, the publisher assumes no liability for errors in articles nor are opinions expressed necessarily those of the publisher.

## FLASHBACK



The association's magazine cover 58 years ago this month — the NOMDA Spokesman, February 1967.