

Capture the Magic

BTA West hosts event in Las Vegas

by: Elizabeth Marvel, Office Technology Magazine

The 2022 Capture the Magic event, hosted by BTA West, was held Sept. 14-15 at Caesars Palace in Las Vegas, Nevada. The event featured: a two-part keynote workshop, “How to Disrupt,” by Armida Ascano of Trend Hunter; three additional educational sessions; two dealer panels; a welcoming reception; and a Cirque du Soleil “O” performance.

The educational sessions were: “How to Establish an Invaluable Link With Future Customers,” by Earl Everson, Elite Document Solutions; “Diversification, Operational Improvements & Sales Enablement,” by Randy Dazo of Keypoint Intelligence; and “The State of the U.S. Economy: What to Make of These Changing Times,” by John Beriau, Morgan Stanley. The dealer panels were: “Marketing Matters: Elevating Your Brand to Set Your Dealership Apart From the Competition,” moderated by Kevin Marshall of Copy Link Inc.; and “The Wow Factor: Building Loyalty Through Focused Customer Service,” moderated by Mike McGuirk of FLEX Technology Group.

The exhibiting sponsors were: ACDI, AgentDealer, Brother, CIT, ConnectWise, Cranel, Crexendo (breakfast sponsor), Distribution Management, DLL, ECI, eGoldFax, Epson, Equipment Brokers Unlimited, Evo Security, FP, GreatAmerica, Hytec, IBPI, Intermedia (reception sponsor), In Time Tec, Katun, Keypoint Intelligence, Kodak Alaris, Konica Minolta, Kyocera, LEAF, Lexmark, Macquarie, Midwest Copier Exchange, Oberon Americas, Printerpoint, Quench, SalesChain, Sharp (keynote sponsor), Technology Assurance Group (breaks sponsor), Tigerpaw, TonerCycle/InkCycle, Toshiba, TROY, U.S. Bank, WatchGuard, White Cup, Xerox (lunch sponsor), Y Soft and Zultys.

BTA’s 2023 events are currently being scheduled. For more information on next year’s events as it becomes available, visit www.bta.org/BTAEvents. ■

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Top: The conference featured a keynote workshop, three additional educational sessions, two panel discussions, time to network with peers and exhibitors, a welcoming reception and a Cirque du Soleil “O” performance. Bottom photos, left to right: BTA General Counsel Bob Goldberg serves as the event emcee; and Ascano presents the keynote workshop.



Above left (left to right): Brett Beckham of All Copy LLC, Abilene, Texas, visits with Boris Najac and Bill Schuman of Cranel Inc. during a break between sessions. Above right: Attendees brainstorm ideas during the keynote workshop.



Top photos (left to right): Everson; Dazo; and Beriau. Bottom photo (left to right): Kevin Marshall of Copy Link Inc., Chula Vista, California, moderates the “Marketing Matters” dealer panel with panelists Scot Olson, Les Olson Company, Salt Lake City, Utah; Haley Grigsby, Fisher’s Technology, Boise, Idaho; and Andy Smalley, FlexPrint Inc., Mesa, Arizona.



Top photo (left to right): Mike McGuirk, FLEX Technology Group, Mesa, Arizona, moderates “The Wow Factor” dealer panel with panelists Scott Schnabel, Frontier Business Products, Aurora, Colorado; Joe Reeves, Smile Business Products, Sacramento, California; and Scott Reynolds, Imagine Technology Group LLC, Chandler, Arizona. Bottom left photo (left to right): Chip Gautreaux of Bayou Office Machines LLC, Larose, Louisiana, visits with Johnson Tran and Michael Roth of Evo Security during a break. Bottom right photo (left to right): Jon-Michael Chieffo and Ryan Wheeler of DLL Financial Solutions visit with Kevin Jaundoo, Document Technologies Inc., Bedford, Massachusetts, during a break.

A Link With Customers

During the Capture the Magic event, Earl Everson, president of BTA member dealership Elite Document Solutions in Schaumburg, Illinois, presented “How to Establish an Invaluable Link With Future Customers.” During the session, he focused on using LinkedIn to do three things: build your brand, establish a solid network and close more net-new business. “What is the best thing I’ve ever done for my business?” Everson asked the audience in his introductory comments. “The best thing by far is posting content on LinkedIn ... I don’t care what size dealership you are, you truly have to embrace it [social media]. People are so afraid of social media, asking, “How do I do it? How do I get started?” Well, I was forced to do it and then I embraced it. And, now, this is the only way to do it for me. It’s been unbelievable.”

Everson shared some of his results with attendees. “In the past three or four years I have closed business so much quicker,” he said. “Social media has built so much trust in my customer base ... Now my questions are so different. When they call me, I ask, ‘How long have you been dealing with this problem? How soon do you want to solve the problem?’ I’m not talking about who I am; they already know me [from my LinkedIn profile and posts]. It’s amazing.

“I never talk price ... because they know I’m worth the price to solve their problems,” he continued. “I’m not some new rep. I’m the expert, just like everyone in here. You are all the experts in your marketplaces. You have so much to share. You just have to understand how to communicate to your customers. How can we help customers do it better? Solve their problems.”

It is imperative to be specific about what you do on your LinkedIn profile to attract the buyers and customers you are looking for. “Ninety-five percent of profiles aren’t clear about what these people do exactly,” Everson said. “When I don’t know what [someone does] ... they lose me in the beginning. I don’t want to lose people. I want them to stay on my page ... And that’s why I promote myself and my website as well.” He also suggested updating your profile every 60 days, as well as optimizing it with the right people to grow your network organically.

Noting that 62% of people now use LinkedIn as their number-one social media platform, Everson said he posts on the site multiple times a day because he “wants to keep replaying in your feed. Every time you open up LinkedIn, I want to be at the top of your feed.” As for when to post, Everson shared that LinkedIn suggests Tuesdays through Thursdays from 9 a.m. to noon as the best days and times to post, with Friday being the worst day. Everson also advised adding at least three hashtags to each post so customers find those posts when they search.

Everson laid out the three kinds of posts he makes on LinkedIn, as well as the different types of content he posts. His posts are educational, inspirational or entertaining, and are written posts (50 words or less), polls (with three to four options), photos or videos (a minute or less). He aims for one written post per day, one poll a week, one photo post per day and two short videos a week for maximum impact.

He advises being yourself in your posts, getting attention with a captivating header or introductory sentence, and talking about what you know. “Whatever you talk about [to your customers] on a daily basis when selling your company and your products, talk about it on social media as well,” Everson said. “ ... You have to get attention, but more importantly, you have to be compelling.” ■

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