

Welcome... to the latest edition of our Newsletter. In this edition we have plenty to keep you occupied during your tea break, including latest news on all our sports sponsorships; news from the AEMT, BPMA & EASA, a new product release, a new face in support and much, much, more... To keep up with all the latest news, why not follow these online updates?

- Our LinkedIn page  <http://www.linkedin.com/company/solutions-in-i-t-ltd>
- Our Twitter feed @EMIRSoftware 
- Or simply visit the News section of our website: www.solutionsinit.com/news 

So many new Features and Innovations....



As valued customers of EMIR, you'll already be realising many of the benefits of using a centralised ERP solution that is designed specifically for this industry. The truth is, the EMIR application is constantly updated with new features and this innovation is driven by the needs of the client base.

The problem for Solutions in I.T. is, "how do we tell every user what these new features are and how implementing them will benefit their business?"

The EMIR Open Day - 8th of July 2014

On the 8th of July, Solutions in I.T. will be opening the doors to an invited audience of EMIR users. The day will consist of a demonstration of all of the new features



and Extensions that have been written. With the Solutions in I.T. developers and management team on hand, you'll also be given the opportunity to have your say about the future direction of the EMIR product.

Don't Miss Out!

We expect the audience to have their say (and become part of our 1st user group get together) and with each of the demonstrations, Gary Downes will be making the sessions interactive (audience participation), that means that we want the group to remain small, so limited to just 20 delegates.

To reserve your place, you can simply email sales@solutionsinit.com or call 0845 009 4588. Don't miss out!

A New Face Joins the Support Team – Please Welcome Chris Bees

As part of our 2014 expansion, we'd like to introduce our new support team member, Chris Bees.

Chris is an IT professional having previously worked in developing web



based e-learning courses, a talent we will undoubtedly utilise in the not too distant future. His new role with EMIR encompasses answering the support line (so say "hello"), carrying out installs and feature updates and the important role of product testing.

In his spare time he plays and programs computer games, is a dab hand at fixing up motorbikes as well as a keen movie buff.

He doesn't like having his photo taken, so Mario on a bike, is the best we can do!

Sponsorships Update

Solutions in I.T. are now proud to sponsor FOUR sports teams, but we make no apologies for focusing solely on our latest "Treble Winning" side in this issue.

Trophies 1, 2, 3! Ise are Treble Winners!

Ise Lodge Youth U15's have become the first 11-a-side team in the club's history to win the illusive Treble – that's both Cup competitions and the League!

Their first Trophy came back at the end of March, when they won the N.T.F.A. Cup on penalties after the game finished 0-0 after normal time against main rivals ON Chenecks, who challenged Ise hard for all 3 trophies during this fantastically eventful season.

Trophy number two, the Northamptonshire 'A' league, was won in mid-May, with 3 games of the season to go with a fine 5-0 away victory at Brixworth on a wet Tuesday night! As defending champions Ise put together a fine run and finished the league season Played 22, Won 20, Drew 1 and Lost 1.

The 'icing on the cake' and the completion of the treble, came at Northampton Town's 'Sixfields' ground a few days after winning the league, where they again beat ON Chenecks in the final of the Northamptonshire Knockout Cup. Their 2-1 victory came after an extended 14 minutes of injury time, which the team had to survive without their recognised goalkeeper, Harry Oldham, who had been bravely injured minutes from the end of normal time and had left the field with concussion!



It shows a lot about the character of the boys that they stick together in such moments of adversity and play as a real team who never know they are beaten. We are very proud to sponsor them and thank the boys and the coaching staff for all their efforts this season and congratulate them on their deserved rewards!

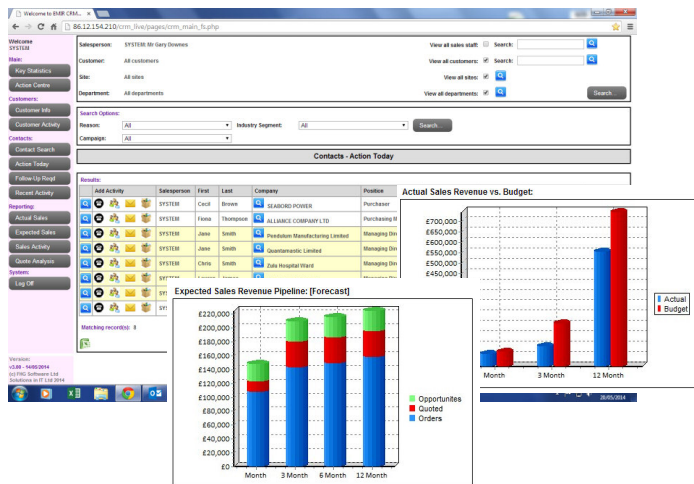


Ise Lodge U15's 2014: Treble Winners. Photo taken at Northampton Town's 'Sixfields' ground after 2-1 cup victory. Back Row [L to R]: Brumby, Henshaw, Greetham, Mindham, John Gregory [Manager], Williams, Berwick, Barton Front Row [L to R]: Chyzynski, Martin, Gregory [Capt], Taylor, Parekh-Downes, Bellamy, Dixon. Not Pictured due to injury: Goalkeeper Harry Oldham who thankfully was given the all clear shortly afterwards!

CRM swings into action

EMIR-CRM Version 3 is now available for public release. Version 3 offers a range of functionality allowing EMIR users to market to existing and prospective customers, transitioning their contact from opportunity to quote and created job from a web based application.

Powerful import and export facilities allow you to manipulate data on mass before email marketing, direct mail and telesales follow up. All communications including calls, meetings and emails are held centrally helping you keep track of your relationships.



As an integrated EMIR Extension, CRM displays the live situation in the sales pipeline, sales achieved against target and project profitability. Duplication of effort is eliminated as a sales person can update each communication and register sales opportunities directly into EMIR even on the move.

As CRM V3 is released, so begins development on the next release. CRM is so vital to the success of a sales team that Solutions in I.T. aim to offer another release of CRM components later in the year. Of course, your input at the EMIR Open day on the 8th of July will help to determine the direction of this and other EMIR Extensions.

Can qualifying your Sales Pipeline deliver more than just speculative turnover?

On the 14th of May Solutions in I.T. played host to a broad selection of sales professionals at our offices in Market Harborough. The purpose of the day was to explore the techniques associated with a successful and structured sales organisation, generating new leads and closing more deals.



Acronyms have always played a part in structured thinking and one particular phrase allows the creation of a qualified sales pipeline.

- S** = Do you have a **solution** that is appropriate for the client?
- C** = Who are the **competition** or will the client do nothing at all?
- O** = **Only me**, What are my 3 unique offerings in this deal?
- T** = **Timescale**, what compelling event is going to make the customer buy now?
- S** = **Size**, is this the right sort of deal for me?
- M** = **Money**, how will the customer fund this expenditure?
- A** = Are you talking to the right people, do they have the **authority** to move forward?
- N** = Have you fully understood and documented the 3 key **needs** of your client?



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As a professional sales person or manager, ask yourself these questions at each stage of the deal. The answers will help you identify the most appropriate strategy to close the sale. As a general rule of thumb, aim for 4 full answers out of the 7 plus the need as a minimum and build on these with each new customer contact.

The EMIR Brand and Social Media

We have added a new Twitter account @EMIRSoftware - Please Follow us!! Don't worry if you've already connected to Gary on the @Solutionsinit account, this will remain in place with an emphasis on personal contact.

Why the change?

All of our social media, marketing and web sites are being written to directly relate to the product brand of the business, EMIR. EMIR is our industry specific, dedicated product to solving problems in the Electro-Mechanical industry, so it makes sense to make the brand our priority.

The Benefits of following @EMIRSoftware on Twitter and LinkedIn

- Event and news information including AEMT, BPMA & EASA
- Module and Extension product updates
- Links to important website updates
- Recycle our ideas in your own social media marketing – not everyone has the time to innovate and be creative
- Bolster your own network on LinkedIn by connecting to our industry contacts

For the moment, Solutionsinit, remains our LinkedIn company page, with personal pages for each of our staff. Again lots of connections for you to make!

Did you know, you can download the email addresses for all your connections!!

How long does it take you to build a database of email addresses, that are relevant, really do exist(!) and are worthy of your marketing message?

Well, in a few short weeks by connecting to more and more LinkedIn contacts in the industry, your own email marketing capability will soon grow both in terms of numbers and the quality of recipients.



To get those emails:

1. From the homepage, select connections and keep in touch.
2. Click the settings icon (which looks like a gear) near the top right to reach the Contact Settings page. Under Advanced Settings on the right, click Export LinkedIn Connections.
3. Enter the security verification text if prompted and then click Continue. Click Export. Save the file somewhere you can easily find it, like your computer's desktop.

EASA News...

Congratulations to Gary Downes who has now been voted onto the EASA Region 9 council as the "Affiliate Representative". His role will start officially at the AGM in September.

29th June to 1st July 2014, Boston, Massachusetts, USA - **EASA International Convention**

25th to 28th September 2014, Tenerife - **EASA Region 9 Convention & AGM**



AEMT

The AEMT has some upcoming events for your diary, so please take note and come along!

Thurs 10th July.
AEMT AGM
Venue to be announced.

Weds 10th September.
AEMT Conference.
Features Associate and Member displays (These displays are no longer at the AGM).



BPMA

BPMA Technical Meeting
5th June 2014 to be held at Collyer Bristow, London

BPMA supports 6th China International Chemical Technology & Equipment Fair, Shanghai
26 – 28 August 2014

