Introduction to BestMacs

From: Brian Best, CEO & President
BestMacs, inc.

Dear Colleague,

Running and growing a business can be one of the most rewarding things you do in life…it can also be one of the most frustrating and challenging accomplishments you embark on. As a small business owner myself, I understand that you need solutions that enable you to run your business the way you want without putting a strain on your two most valuable resources - time and money. That's why I started BestMacs.

Our entire focus is on helping Mac powered businesses eliminate time-consuming technology headaches so they can completely focus on growing their business without distraction.

I can show you how to automate a number of business processes that will free up company resources and manpower. I know how to use technology to improve the communications with your customers, save money on internet and phone bill costs, and help you level the playing field against your biggest competitors. I also understand that you don't have a king's ransom to spend on making all of this happen and *that* is why so many small to mid size business owners use my service.

I'd like to highlight three things that set us apart from all other technical support companies:

1. **I realize the reason we are in business is to serve our clients,** and will do whatever it takes to customize my solutions to meet your specific needs. I'll treat you as though you are my biggest client and will go out of my way to serve you.

2. I **guarantee** 1-hour response time to your computer emergencies to minimize down-time - even on weekends - so you won't have to worry about finding us when you need us.

3. We **guarantee** all projects will be completed on time and on a fixed quote budget. That way you won't have to worry about hidden costs, going over budget, or missed deadlines. We also guarantee your complete satisfaction on every service call or it's free.

Finally, I want to thank you for the trust and confidence you have shown in us so far and will make sure you are not disappointed in any way when you decide to hire us for your project.

Good Networking,

Brian Best
CEO & President

The 10 Most Important Reasons Why You Should Choose BestMacs To Support Your Computer Network

1. **We GUARANTEE 1-hour response time to computer emergencies**. When your computer network goes down in the middle of a busy work day, you need it fixed **immediately** so your employees aren't sitting around taking a $10,000 coffee break waiting for their computers to come back online. We also offer unlimited remote and onsite hours to prevent problems before they interfere with your business.

2. **We are big enough to handle any computer job, and small enough to still provide you the individual attention you deserve.** Whether it's building a new network from the ground up or helping you figure out why you're getting an error message when you open a document, you can count on us to help. As a client, you will have a dedicated senior technician, a team of back-up support technicians, and an account representative to ensure you get the highest level of support. You can also count on me, the owner, to get involved with your project to make sure you are getting the best solutions and highest level of service possible.

3. **Our "geeks" have personality.** They won't try to keep you in the dark or dazzle you with acronyms. We'll answer every question you have in plain English and make sure you understand what options you have available so you can make decisions based on your priorities and budget – not just because we say so.

4. **Our technicians are seasoned, qualified, professionals with years of real world experience.** Our technicians maintain all Apple Certified training. We require ALL of our staff to complete ongoing training to ensure we are up-to-date on the latest technologies and solutions. You won't find a better qualified team of professionals anywhere.

5. **We GUARANTEE to provide you with the most cost-effective solution to your problem.** As a business owner myself, I understand the importance of keeping overhead costs to a minimum. That's why I require that all of our technicians are trained to find the least expensive solution to your problem without sacrificing quality. We never charge clients for expensive upgrades, hardware, and solutions that aren't 100% necessary.

6. **We GUARANTEE to solve your computer problem right the first time or it's FREE.** We take extra steps up front to make sure we thoroughly understand the problem, and create a well thought out approach for solving it. This enables us to avoid mistakes and overlooked issues that delay the completion of your project and cost extra in billable hours. We maintain a 99% "fix it right the first time" track record; and if we can't solve the problem to your satisfaction, our visit is free [see #10].

7. **We give flat rate pricing.** Unlike other computer support companies that give you an estimate with an hourly rate for "unexpected circumstances", we'll give you one flat rate each month and guarantee to deliver your solutions without charging a penny more, this includes onsites, remotes and projects. This gives you peace of mind knowing you won't end up with a bill 2 or 3 times more than you anticipated, or getting hit with hidden charges or extra hours.

8. **We schedule system upgrades and fixes around your schedule to save you thousands of dollars in lost productivity**. System upgrades, fixes, and installations can bring down your computer network for several hours. For your convenience, we'll schedule time that works for you so there is minimal interruption to your normal business activities. Our proactive approach means that more often than not, this work will be done before you even see it.

9. **We listen first, and offer solutions second.** No one knows your network better than you. When you have a problem, the last thing you need is someone to come in and waste time performing the same system checks you've already done. We'll work with you in solving your problems and keep you involved with what we are doing.

10. **We are the ONLY technical support company that offers a no-risk, 100% money back guarantee.** Hire us to come on-site and put an end to your most challenging computer problems. If after our first visit you are not happy with our technicians or the work we perform, you can cancel your service agreement and we will refund your payment for that full day. No risk, no hassle, and no obligation. What could be more fair than that? No other technical support company will stand behind their work the way we do at BestMacs.