

Did You Know?

As we enter the holiday season, we want to say **Thank You** to our clients and newsletter readers.

We think of you each month when we write our newsletter. We want it to be full of information — to help you be a better dealership owner, manager, and business professional. And because of that goal, you (unknowingly) push us towards excellence every month, as we plan articles for you.

Happy Holidays and all the best to you and your yours in 2023!

December 2022



This monthly publication provided courtesy of Timothy D. Ricketts, President of Dealer Cyber Solutions

"As a dealership owner or leader, you don't have time to waste on worrying about cyber security threats and compliance requirements. That's our expertise. Call us and we get you on the right track so can stay focused on what's important- growing your dealership"

The REAL Reason The Safeguards Rule Deadline Has Been Extended

You may have breathed a sigh of relief when you saw that the Safeguards Rule deadline has been extended to June 2023. The real reason for this extension is not because the FTC is feeling generous this holiday season. The real reason is because the requirements are more complex than a software program that identifies if you are compliant. It takes time, and more importantly expertise, to bring your dealership into compliance. You must start now to prepare for the new June 2023 deadline or face fines of \$46,517 per violation .

So where do you start and more importantly, how can you ensure compliance by the new deadline?

Here is the quickest and most effective path for your dealership to take to help you drive across the Safeguards Rule line.

To start, it is easiest to breakdown the Safeguards Rule compliance

requirements into two buckets – First, you need to assess and evaluate your current IT cybersecurity compliance posture. Once you know where you meet requirement standards and more importantly, where your dealership falls short, you need to then plan and implement processes and systems to ensure compliance.

You have likely heard of companies that have software program which can identify your strengths and weaknesses as it relates to the compliance requirements. Dealer Cyber Solutions President and CEO Timothy Ricketts states that *"These software providers help clients to identify what is needed but what has been lacking is providing them with an Advanced IT Cyber Security service provider that can generate and implement the plan to achieve compliancy. This is where Dealer Cyber Solutions comes in."*

You need a company that has cyber security engineers who have specialized cyber training and

Continued on pg.2

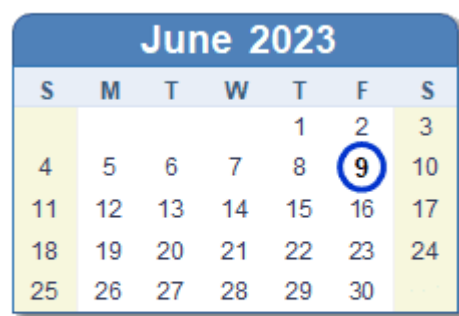
Continued from pg.1

certifications to be able to configure, manage, and mitigate daily threats that are targeting your dealership. Dealer Cyber Solutions is your answer. We work with your current IT team, MSP, or 3rd party compliance vendor to ensure your people and systems are safe, secure, and compliant. Don't confuse this with the compliance vendors who only tell you if you are compliant. We are the folks who do the heavy lifting to make you compliant. There is a big difference.

Not only is Dealer Syber Solutions ranked in the top 5% of all Microsoft Partners worldwide, but we also have CISSP certified staff which is the gold standard in cybersecurity expertise and can only be obtained after obtaining a minimum of 5 years' experience in the cybersecurity sector and passing a rigorous examination process. We not only make sure you implement and comply with the Safeguards Rule Act but also adhere to the numerous industry requirements that are in addition to what has been specified by the Safeguards Rule.

At Dealer Cyber Solutions, we know that the day-to-day functions of sales, service, F&I, warranty, parts and so on... and the challenge of finding and keeping quality

"One thing is for sure, winging it or creating a plan on the fly will not work out in your favor."



Friday, Jun 9th 2023

help and securing product for them to sell and service consumes much of your time. Add to this, with the Safeguards Rule, the government is requiring you to adhere to specific rules laid down by the FTC, to assure your data is safe to better protect your customers. Another thing you just do not have time to manage.

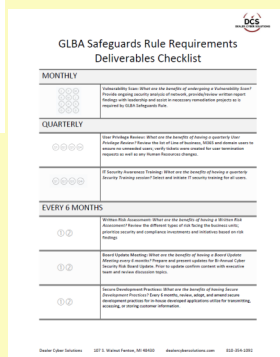
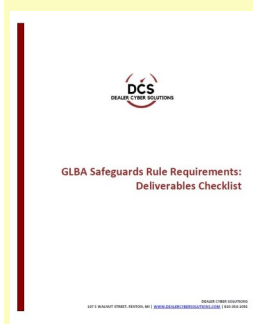
Don't be fooled by someone offering you a report that tells you if you're compliant or not. Remember the two key components, determine state of your compliance score and make the necessary changes and enhancements to take get it to a passing grade. Dealer Cyber Solutions will design, configure, and implement the necessary network modifications to help your dealership become compliant with the law. Get started today - contact us at 810-354-1092 or visit: <https://www.dealercybersolutions.com/>

Free Safeguards Rule Checklist Download: Know Exactly What Needs To Be Done And More Importantly, When

Inside you will find:

- An easy to read outline of all of the requirements organized into annual, every 6 months, quarterly, monthly, weekly and ongoing categories
- A brief description and corresponding benefit of each requirement

Claim your FREE copy today at: <https://www.dealercybersolutions.com/safeguards-rule-checklist/>



Shiny New Gadget Of The Month:



Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform, so don't wait. Give Meeting Owl Pro a try today.

They Will Love Your Reflection



Would you love to be 20% better at persuasion, improve your chances of landing your dream job or maybe even become more well-liked socially? There is a very simple conversational tactic you can use, and it will help you accomplish these goals. You know what it is, but chances are that you aren't using it enough. It's called "reflective listening."

Reflective listening is the process of reflecting back what the person you are talking with is saying, feeling, aspiring to or worrying about. For example, let's say you're talking with someone at lunch and they say, "The energy stocks got hammered again today; my firm insists on staying long in this sector, but I feel it's time to go in another direction." You could reflect by saying, "It sounds like you had a hard day, and you feel trapped on a boat that's going in the wrong direction." They'll respond with, "Exactly!" and will appreciate that you cared enough and were confident enough to reflect their emotions.

Too often, people will try to offer a premature solution off the cuff, say something competitive or completely ignore their concerns and try to change the subject. When you reflect what you hear someone say, it makes the other person feel like you are not only respectful and attentive but that you are also empathetic and willing to put yourself in their shoes.

People who feel you understand them are much more likely to listen to your persuasive ideas, hire you for the job of your dreams or want to spend time with you socially. When you reflect, you aren't asking more probing questions; instead, you're meeting that person where they are. You're advancing a conversation on a topic that's important to them. Reflecting is easier to do, way more powerful and more about building trust and mutual understanding than it is about collecting details.

I didn't learn this valuable listening tactic from a book, seminar or class. I learned how to fully utilize this while working as a suicide-hotline volunteer during grad school. We weren't psychologists in this role. The best strategy for helping people decide to not commit suicide was to effectively reflect what they were saying – to genuinely empathize and understand while helping them sort out their goals, concerns and any reasonable next steps.

I encourage all of you to dial up the reflective listening in your professional and personal conversations. You'll quickly notice improvements in your persuasion skills. It might even seem as if people like you more or gravitate to you more often. They will love your reflection!



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.



The Dealer Cyber Solutions' Difference

For over 27 years, Dealer Cyber Solutions has provided dealerships with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience, and professionalism. We are continuously adding new and improved cyber security services to meet your ongoing needs. We never stop improving. That is the **Dealer Cyber Solutions'** difference. Thanks to all of our customers for making us one of Michigan's fastest growing Advanced IT Cyber Security companies.

■ Overcome Stress And Doubt About Your Business

Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

Expectations: Starting a business is complicated, and you can't expect your company to see extreme success from the first minute.

Reset your expectations to be realistic.

Tools: Find tools that will help your business succeed – and make use of them.

These tools can be anything from vision boards to having counseling sessions with a mentor.

Motives: Why did you start this business?

Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.

■ Taking Action After Receiving A Bad Review

You've built up your business, trained your team and are assisting customers

on a regular basis, but every now and then, a bad review might come in. Although negative reviews can be disheartening, there's a lot you can learn from them. Here are two things you can take away from getting a negative review.

Identifying And Fixing Communication Breakdowns

A customer may have been misinformed about something or could have been spoken to in a way they didn't like. You can take their concerns and fix the issue so future clients don't have a similar experience.

Using Negative Reviews To Train Your Team

A negative review is a sign something did not work out for your customer. Use their feedback to create training resources that will help your team better assist and understand your clientele. When your team is well-trained, your customers will be much happier and more likely to leave positive reviews in the future.



"Next time you get a strange email with a paperclip, don't click on it!"

CartoonStock.com