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Save  
Money  
Now!



Refer a dealer to us,  
should they decide  
to purchase our  
software, you will  
receive a free  
month of support.  
There is no limit to  
how many referrals

Do you have a  
business tip that  
you would like to  
share with all of  
our dealers?

Email:

[pevankow@softpower.com](mailto:pevankow@softpower.com)

Leasing is available  
on all hardware and  
software purchases!!!



Check out our  
“Dealer to  
Dealer”

section, Page 2!

# Softport News

Issue 4

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## Header--Popup ads, Spyware and Viruses..What's a dealer to do?-- Header Part 3 of 3 Viruses

Viruses Come in many forms and a can cause serious problems with computers and networks. Today, with all the time spent on the internet looking up parts, placing orders and warranty claims, it's just as important to have a good virus protection program as it is to have spyware protection. Most viruses are delivered by attachments in emails. These emails can be from someone you know, but most of the time they are attached to junk email that we all get 100's of everyday. Other ways viruses can be delivered are with spyware programs, popular program downloads such as screensavers, even what looks to be a legitimate file can actually be a virus in disguise. It's important to remember to always look at the source of the files or email and if there's any question, do not open the attachment or download the file. If it turns out to be an error you can always make a phone call to get another copy of a file sent or go back to a website and download the files you need.

Virus protection software is available from many different vendors. Here are some of the more well known vendors, plus a couple you may not know about and finally the one that we recommend.

1. Norton Anti-Virus [www.symantec.com](http://www.symantec.com) Norton AV has been around a very long time. You can either buy it online or at any of your local retailers. This program is designed for a single pc, what you probably have at home.
2. McAfee [www.mcafee.com/us](http://www.mcafee.com/us) McAfee has been around almost as long as Norton. You can also buy this online or at a local retailer. This is also designed for a single home computer.
3. Computer Associates E-Trust Anti-Virus <http://ca.com> Similar to McAfee and Norton in design and use.
4. AVG Anti-Virus <http://www.grisoft.com> AVG is a free for personal use program that works very well.

There are also online virus scans available. Here are 2 of the more popular ones:

1. <http://housecall.trendmicro.com/>
2. [http://www.pandasoftware.com/products/activescan/com/activescan\\_principal.htm](http://www.pandasoftware.com/products/activescan/com/activescan_principal.htm)

These are free and work well. One word of caution, they may not remove all infections. If they did no one would buy their products! In an emergency, use these as they can usually get you back to getting a computer that runs well enough to finish the cleanup process.

Now for the recommendation. Softpower has always worked well with the products from Symantec. Since many of you have multiple computers, Symantec has a product called Symantec Anti-Virus Small Business. This comes standard with a 5 user license (you can buy 10 and 25 license packs if you need more) and costs the same as buying a copy for each computer. Call us for more information.

There are many other programs out there that you can use. If you are using one that is not on this list, that's okay. Any virus protection is better than none!

Please call Joe at 800-535-4031 ext. 180 with any questions!

## Empowering Small Businesses: Meet the Team



Joe Fratianni and Teri Denfeld are two of the voices on the other end of the phone. Joe’s background includes 12 years of experience in automotive technology and is an industry certified hardware technician. He has formal training in networking and Windows operating systems. After 5 years with Softpower, his IT support is a reassurance for many of our dealers. Joe takes great pride in personally building many of our servers and workstations and recommends customized systems based on specific requirements which are not cluttered, off-the-shelf computers. Teri’s career with Softpower began 6 years ago when she and her husband relocated to Rhode Island. After 22 years with her family dealership she brings added value to our support with degrees in Business Administration and Accounting. She is a Certified QuickBooks ProAdvisor specializing in the Power Equipment Industry. Her 20+ years working beside her father inspired her desire to work with small businesses. After many years as an International Harvester dealer, her Dad takes great pride in telling people that IH is no longer around but his company is. Never under estimate the power of the small businessman.

President Bob Senger recommends Joe and Teri for on-site consulting after seeing results. Dealers who train their employees provide better customer service and improve efficiency through using some of the more advanced options of our program. By giving employees the tools needed to do their job and training by Joe and Teri, business owners have confidence using Softpower to run their business.

Our on-site services include hardware troubleshooting and customized training in maintaining your network and detailed software training to maximize the options many users overlook. Teri and Joe have years of experience and will share Windows Operating system, Softpower and QuickBooks training at a very competitive rate. After spending thousands of dollars with an outside consulting firm who had no power equipment experience, a customer contracted for two days of consulting with Teri and regretted not calling Softpower first. We covered more topics, including QuickBooks training for the office staff the first day than the outside firm accomplished in a week, at a significantly lower rate. We will do an evaluation to determine the individual dealership needs and agree on a training outline before the appointment. Contact Pam at extension 120 for more details.

## **“Dealer to Dealer” For Sale/Wanted:**

- FOR SALE:** We have old NOS Pioneer, Sach-Dolmar, Homelite, Echo, and Lawnboy Parts. Please email [holdenhw@knoxy.net](mailto:holdenhw@knoxy.net)
- FOR SALE:** Preprinted work order forms for your Softpower program. Order online at [www.softpower.com](http://www.softpower.com)
- FOR SALE:** Ribbons for your Star Receipt Printers. Order online at [www.softpower.com](http://www.softpower.com)
- WANTED:** More dealer products to advertise here!!! **It’s Free!** Email Pam at [pevankow@softpower.com](mailto:pevankow@softpower.com)
- FOR SALE:** Many old and obsolete parts available for Poulan, Homelite, Lawnboy, Wico, Ariens, Poulan, Remington, Oregon, & Clinton. Email [parts@markwilliamsoutdoor.com](mailto:parts@markwilliamsoutdoor.com) for details.
- FOR SALE:** Lots of old parts for McCulloch saws and trimmers. Please email to: [edsln@chsi.com](mailto:edsln@chsi.com)

### We would love your testimonials:

What is your opinion of Softpower’s product and services? Please describe how you use Softpower’s products and services. How often do you use Softpower’s services? Why do you use Softpower? What are the best things about Softpower? Who would you recommend Softpower to?

Your opinion would be especially helpful to us right now as we are preparing our marketing plan and designing our marketing materials. Just a quick sentence or two is all we really need because I am sure you are busy.

Once we receive your testimonies, we will show it to you for your approval prior to using. Please fax this back at your earliest convenience to 860-388-1176 or you may email to [pevankow@softpower.com](mailto:pevankow@softpower.com) Thank you for taking the time to do this.

### **FAQ’s: Jennifer Dumas**

How to accept “.exe” files in your email account:

In Your E-Mail Software

Go To:

Tools, Options, and then Security

Uncheck “Do Not Allow Attachment.....”